

2023–2024 New York State Competitive Events

High School

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Changes for the 2023–2024 Membership Year

Overall Changes

- Refreshed rating sheets
- Refreshed categories: Chapter, Objective Test, Presentation, Production, Role Play
- Objective test time is 50 minutes
- Set-up time is 3 minutes

E-Business

- Event has been retired

Future Business Educator

- New Event
- Individual Event
- Presentation Category, with a Prejudged Element: Lesson Plan

Future Business Leader

- Resume & Cover Letter brought to competition, not left with judges
- Final interview is 10 minutes

Impromptu Speaking

- Presentation time is 5 minutes

Introduction to Programming

- New Event
- Team Event
- 9th-10th Grade Only
- Presentation Category, with a Topic

Introduction to Public Speaking

- Presentation time is 5 minutes

Job Interview

- Resume & Cover Letter brought to competition, not left with judges

Outstanding New Chapter

- Minimum points needed is now 400

Publication Design

- Event has been retired

Public Policy & Advocacy

- Formerly named Political Science
- Individual Event
- Objective Test
- Competencies mirror former Political Science competition
- Event not eligible for those that placed in the top ten at previous NLCs in Political Science

Public Service Announcement

- Presentation time increased to 7 minutes

Visual Design

- New Event
- Team Event
- Presentation Category, with a Topic

Website Coding & Development

- New Event
- Team Event
- Presentation Category, with a Topic
- Templates cannot be used

2023–2024 New York State Competitive Events

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FBLA Level Events At-a-Glance

Competitive Event	Team Size	Eligible Grades	Category	Event Elements							Test Info		Timing Info				SLC Entries Per Chapter
				Objective Test	Production	Prejudged	Topic	Speech	Interview	Role Play	# of Questions	Test Time	Set up Time	Prep Time	Present Time	Q&A	
Accounting I	1	9-12	Objective Test	X							100	50					2
Accounting II	1	9-12	Objective Test	X							100	50					2
Advertising	1	9-12	Objective Test	X							100	50					2
Agribusiness	1	9-12	Objective Test	X							100	50					2
American Enterprise Project	1-3	9-12	Chapter Event			X							3		7	3	1
Banking & Financial Systems	1-3	9-12	Role Play	X						X	100	50		20	7		1
Broadcast Journalism	1-3	9-12	Presentation				X						3		7	3	1
Business Calculations	1	9-12	Objective Test	X							100	50					2
Business Communication	1	9-12	Objective Test	X							100	50					2
Business Ethics	1-3	9-12	Presentation	X		X	X				50	30	3		7	3	1
Business Law	1	9-12	Objective Test	X							100	50					2
Business Management	1-3	9-12	Role Play	X						X	100	50		20	7		1
Business Plan	1-3	9-12	Presentation			X							3		7	3	1
Chapter Business Display	NA	9-12	Chapter Event														1
Chapter of the Year	NA	9-12	Chapter Event			X			X								1
Client Service	1	9-12	Role Play							X				10	5		1
Coding & Programming	1-3	9-12	Presentation			X	X						3		7	3	1
Community Service Project	1-3	9-12	Chapter Event			X							3		7	3	1
Computer Applications	1	9-12	Production	X	X						100	50					1
Computer Game & Simulation Programming	1-3	9-12	Presentation			X	X						3		7	3	1
Computer Problem Solving	1	9-12	Objective Test	X							100	50					2
Cyber Security	1	9-12	Objective Test	X							100	50					2
Data Analysis	1-3	9-12	Presentation				X						3		7	3	1
Digital Animation	1-3	9-12	Presentation			X	X						3		7	3	1
Digital Video Production	1-3	9-12	Presentation			X	X						3		7	3	1
Economics	1	9-12	Objective Test	X							100	50					2
Electronic Career Portfolio	1	9-12	Presentation										3		7	3	1
Entrepreneurship	1-3	9-12	Role Play	X						X	100	50		20	7		1
Future Business Educator	1	9-12	Presentation			X							3		7	3	1
Future Business Leader	1	9-12	Presentation	X		X			X		100	50			10		2
Graphic Design	1-3	9-12	Presentation				X						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	100	50		20	7		1
Human Resource Management	1	9-12	Objective Test	X							100	50					2
Impromptu Speaking	1	9-12	Presentation					X		X				10	5		1

2023–2024 New York State Competitive Events

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Competitive Event	Team Size	Eligible Grades	Category	Event Elements							Test Info		Timing Info				SLC Entries Per Chapter
				Objective Test	Production	Prejudged	Topic	Speech	Interview	Role Play	# of Questions	Test Time	Set up Time	Prep Time	Present Time	Q&A	
Insurance & Risk Management	1	9-12	Objective Test	X							100	50					2
International Business	1-3	9-12	Role Play	X						X	100	50		20	7		1
Introduction to Business Communication	1	9-10	Objective Test	X							100	50					2
Introduction to Business Concepts	1	9-10	Objective Test	X							100	50					2
Introduction to Business Presentation	1-3	9-10	Presentation				X						3		7	3	1
Introduction to Business Procedures	1	9-10	Objective Test	X							100	50					2
Introduction to Decision Making	1	9-10	Role Play							X				10	5	3	1
Introduction to Emerging Business Issues	1-3	9-10	Presentation				X							5	7	3	1
Introduction to Event Planning	1-3	9-10	Role Play	X						X	100	50		20	7		1
Introduction to FBLA	1	9-10	Objective Test	X							100	50					2
Introduction to FBLA Creed Speaking	1	9-10	Presentation					X							30 sec	5	1
Introduction to Financial Math	1	9-10	Objective Test	X							100	50					2
Introduction to Information Technology	1	9-10	Objective Test	X							100	50					2
Introduction to Marketing Concepts	1	9-10	Objective Test	X							100	50					2
Introduction to Parliamentary Procedure	1	9-10	Objective Test	X							100	50					2
Introduction to Programming	1-3	9-10	Presentation			X	X						3		7	3	1
Introduction to Public Speaking	1	9-10	Presentation				X	X							5		1
Introduction to Social Media Strategy	1-3	9-10	Presentation				X						3		7	3	1
Introduction to Word Processing	1	9-12	Production	X	X						100	50					1
Job Interview	1	9-12	Presentation			X			X						10		1
Journalism	1	9-12	Objective Test	X							100	50					2
Local Chapter Annual Business Report	1-3	9-12	Chapter Event			X							3		7	3	1
Marketing	1-3	9-12	Role Play	X						X	100	50		20	7		1
Mobile Application Development	1-3	9-12	Presentation			X	X						3		7	3	1
Network Design	1-3	9-12	Role Play	X						X	100	50		20	7		1
Networking Infrastructures	1	9-12	Objective Test	X							100	50					2
Organizational Leadership	1	9-12	Objective Test	X							100	50					2

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Competitive Event	Team Size	Eligible Grades	Category	Event Elements							Test Info		Timing Info				SLC Entries Per Chapter
				Objective Test	Production	Prejudged	Topic	Speech	Interview	Role Play	# of Questions	Test Time	Set up Time	Prep Time	Present Time	Q&A	
Outstanding New Chapter	NA	9-12	Chapter Event			X			X								1
Outstanding New FBLA Member (9 th & 10 th Grades)	1	9-10	Presentation			X			X								1
Parliamentary Procedure – Individual	1	9-12	Objective Test	X							100	50					3
Parliamentary Procedure – Team	4-5	9-12	Role Play	X						X	100	50		20	11		1
Partnership with Business Project	1-3	9-12	Chapter Event			X							3		7	3	1
Personal Finance	1	9-12	Objective Test	X							100	50					2
Public Policy & Advocacy	1	9-12	Objective Test	X							100	50					2
Public Service Announcement	1-3	9-12	Presentation				X						3		7	3	1
Public Speaking	1	9-12	Presentation				X	X							5		1
Sales Presentation	1-3	9-12	Presentation										3		7	3	1
Securities & Investments	1	9-12	Objective Test	X							100	50					2
Social Media Strategies	1-3	9-12	Presentation				X						3		7	3	1
Sports & Entertainment Management	1-3	9-12	Role Play	X						X	100	50		20	7		1
Spreadsheet Applications	1	9-12	Production	X	X						100	50					1
Supply Chain Management	1	9-12	Objective Test	X							100	50					2
UX Design	1	9-12	Objective Test	X							100	50					2
Visual Design	1-3	9-12	Presentation				X						3		7	3	1
Website Coding & Development	1-3	9-12	Presentation			X	X						3		7	3	1
Website Design	1-3	9-12	Presentation			X	X						3		7	3	1
Word Processing	1	9-12	Production	X	X						100	50					1

2023–2024 New York State Competitive Events

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 | • Posting | • Types of Ownership |
| • Account Classification | • Balance Sheet | • Depreciation |
| • Terminology, Concepts, and Practices | • Worksheet | • Manual and Computerized Systems |
| • Income Statement | • Bank Reconciliation | • Ethics |
| | • Payroll | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Budgeting and cash flow | • Inventory |
| • Corporate accounting | • Cost accounting/manufacturing | • Journalizing and posting |
| • Partnerships | • Departmentalized accounting | • Payroll |
| • Ratios and analysis | • Ethics | • Plant assets and depreciation |
| • Accounts receivable and payable | • Income tax | • Purchases and sales |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Influences on Consumer Behavior | • Effective Advertising & Promotional Messages |
| • Personal Selling & Sales Promotion | • The Target Market | • Legal & Ethical Issues Affecting Advertising |
| • Traditional Advertising Media | • Market Segmentation | • Ethics in Advertising |
| • Alternative Forms of Advertising Media | • Product Development | • Advertising in a Multicultural Market |
| • Branding & Positioning | • Product Life Cycle | • Diversity & Advertising |
| • Advertising & the Economy | • Price Planning | • History of Advertising |
| • Promotion | • Channels of Distribution & Supply Chain Management | • Influences on Advertising |
| • Advertising & Public Relations | • Types of Promotion | • The Advertising Industry & Careers |
| • The Advertising Plan | • Marketing Research for Advertising | • The Internet & Advertising |
| • Creation of the Advertisement | • Developing an Effective Sales Promotion Strategy | • Self-Regulation |
| • Consumer-Oriented Advertising | • Consumer-Oriented Advertising & Sales Promotion | • Cross-Cultural Communication |
| • Financial Planning for Advertising | • Types of Communication | |
| • Consumer Behavior | | |
| • Consumer Purchase Classifications | | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

2023–2024 New York State Competitive Events

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Health, safety, and environmental management | • Marketing |
| • Finance and accounting | • Management analysis and decision making | • Terminology and trends |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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, 2024.
 - **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 (2023-24) 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 2023 State Leadership Conference to the end of the 2024 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.
 - 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.
 - 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 schools will advance to the SLC final round.

2023–2024 New York State Competitive Events

High School

- Presentation
 - Presentations are not open to conference attendees.
 - Competitors must set up their presentation by themselves.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

American Enterprise Project Prejudged Report Rating Sheet

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

2023–2024 New York State Competitive Events

High School

American Enterprise Project Presentation Rating Sheet

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

2023–2024 New York State Competitive Events

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 | • Impact of technology on financial services | • Ethics |
| • Basic terminology | • Types/differences of various institutions | • Careers in financial services |
| • Government regulation of financial services | | • Taxation |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.
- Presentations are not open to conference attendees
- Objective Test
 - This event is an objective test administered online at the SLC.

2023–2024 New York State Competitive Events

High School

- 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
 - 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Banking & Financial Systems Role Play Presentation Rating Sheet					
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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 careers/ taxation	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Table for presentation

2023–2024 Topic

You are part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:

- Highlight of a community service project
- College preparation tips
- Career/military exploration information
- Cafeteria offerings
- A story of an inspiring person in your school or community

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.

2023–2024 New York State Competitive Events

High School

- When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Competitors will comply with state and federal copyright laws. 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.
- 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.

2023–2024 New York State Competitive Events

High School

Broadcast Journalism Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation represents a LIVE BROADCAST	<i>Presentation is 100% prerecorded</i>	<i>Presentation is prerecorded with a small amount of LIVE broadcast</i>	<i>Presentation represents a LIVE broadcast with supporting features</i>	<i>Presentation represents a LIVE broadcast with creative techniques and supporting features</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates understanding of the event topic	<i>No understanding of topic as it related to the event guidelines or wrong topic</i>	<i>Identifies event topic, but does not demonstrate understanding</i>	<i>Identifies and demonstrates understanding of event topic</i>	<i>Uses industry terminology to demonstrate the understanding of the event topic</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Quality writing related to the topic	<i>Writing lacks a clear voice and original style. Lead is neither original nor catchy, is overused or boring.</i>	<i>Writing is rather bland; lacks a clear voice and/or sense of originality. Lead is adequate but not extremely catchy or original</i>	<i>Writing is adequate but not extremely compelling, is wordy or voice is unclear. Lead is appropriate to story and effective at attention</i>	<i>Writing is strong and effective with a clear voice and active verbs. Lead is original and catchy and invites readers.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Quality of news broadcast	<i>Broadcast was not complete. No graphics used, no creativity in production/product.</i>	<i>Does not fully resemble a news broadcast. Little to no creativity in production or product. Limited graphics and support.</i>	<i>Over half of the presentation/product resembles a news broadcast. Some creativity present. Graphics present and effective.</i>	<i>Impressive overall broadcast. Clear balance of creativity/realism. Production graphics well done. Balanced team effort.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Business Calculations

Business Calculations 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 | • Interest rates | • Insurance |
| • Mark-up and discounts | • Investments | • Ratios and proportions |
| • Data analysis and reporting | • Taxes | • Depreciation |
| • Payroll | • Bank records | • Inventory |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 by March 1, 2024

Objective Test Time: 30 minutes; 50 questions

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

Internet Access: Not provided

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 for presentation

Objective Test Competencies

- Business Law
- Emotional Intelligence
- Professional Development
- Communication Skills

2024 Topic: Ethical Implications of Chatbots in the Business World

Background Info

Artificial intelligence (AI) is seen by many as the next technological advancement meant to revolutionize society, in the same vein as the printing press, the internal combustion engine, or the internet.

While some limited AI tools have been in use for years (e.g., search engines, manufacturing robots, voice recognition software), a far more complex AI technology has recently made enormous strides: deep learning generative AI. These widely available programs most commonly take the form of chatbots, such as ChatGPT, Google Bard, and Bing Chat, or content generators like DALL-E and Midjourney.

Using natural language processing (NLP), chatbots are now capable of understanding complicated requests and responding in an equally sophisticated manner. These systems are simply language models, meaning they are limited to generating text or images in response to user queries and are not capable of independent actions or thoughts. However, even a brief exploration of ChatGPT or DALL-E's capabilities will reveal just how complex and adaptive these systems truly are.

Generative AI is already being leveraged by businesses and organizations to automate tasks, collect information, and improve the customer experience. Chatbots can provide customer support, conduct market research, and even offer real-time translation services. They can also be used to generate more creative content for marketing and product development purposes, such as social media posts, original images and videos, and technical documentation.

However, the increased capabilities of generative AI pose various ethical dilemmas for the organizations who choose to employ them.

For example, chatbots can be used to generate misinformation on an unprecedented scale. They can unintentionally “hallucinate,” or provide nonsensical or incorrect information to their users. Language models can also display certain biases based on their collected knowledge, which can inadvertently marginalize certain groups and suppress certain ideas or beliefs. These risks have increased the need for responsible governance of AI-generated content on the part of businesses.

The increased prevalence of AI systems also poses long-term consequences regarding employment and human redundancy. As generative AI becomes more adept at positions traditionally held by humans, businesses must balance the needs of their human workforce with the potential efficiency of AI-driven labor.

Another issue is that as chatbots assume more complex responsibilities within organizations, businesses must also consider the ethical risks associated with AI systems' interactions with users or customers. Should a chatbot clearly communicate that it is not a human? Should a chatbot behave in a more transactional, mechanical fashion, or can it be programmed to present itself more humanlike? What are the possible ramifications of an AI that is instructed to form an emotional connection with its users?

These are pressing questions that those using AI in the business world must consider.

2023–2024 New York State Competitive Events

High School

High School Scenario

Jace is a software manager for Synergy Consulting, a company that specializes in information technology services and consulting. His primary responsibility at the company is integrating new programs and applications into Synergy’s processes to increase efficiency company-wide.

Synergy is always looking for new ways to innovate, and recent advances in generative artificial intelligence have motivated them to incorporate this technology into their processes. The company decides to modernize and streamline their customer service operations with an advanced chatbot called ANNETTE (Artificial Neural Network for Telecommunications Engagement). ANNETTE possesses highly sophisticated comprehension and language skills, allowing it to have complex conversations with customers.

Jace is responsible for overseeing ANNETTE’s interactions with Synergy’s clients and adjusting the chatbot’s behavioral procedures accordingly. This includes catching any errant responses, providing any missing data or information when needed, and monitoring and modifying ANNETTE’s interpersonal conduct when communicating with customers.

As the chatbot begins its role as a customer service representative, things appear to be going well. In fact, customers have loved their interactions with ANNETTE. In an effort to make ANNETTE as “human” as possible, the chatbot is programmed to make informal conversation, talk in a casual tone of voice, and even display emotions. This programming has allowed ANNETTE and customers to form personal connections, leading to improved customer relations overall at Synergy Consulting.

However, Jace recognizes potential ethical issues with designing a charismatic chatbot. He worries that customers forming a close connection to ANNETTE will lead to a false sense of support and trust. After all, no matter how genuine ANNETTE appears, it cannot feel or demonstrate real emotions and is simply responding to prompts based on collected data. If Synergy’s clients become trusting of or vulnerable towards ANNETTE, this could lead to them divulging sensitive personal or professional information and being emotionally manipulated.

Jace raises his concerns to his department manager. He recommends modifying ANNETTE’s behavior to be much more impersonal and rigid with customers, so as to decrease the risk of customers being manipulated or deceived. However, Jace’s manager doesn’t seem to share his concerns. They remind Jace that ANNETTE’s personable nature is what makes it such an effective customer service representative and dialing that element back would defeat the purpose of incorporating chatbots into their business processes. Besides, they argue, even human customer service representatives run the risk of developing unhealthy personal connections with customers. Jace’s manager urges him to keep ANNETTE’s engaging personality, and even floats the idea of expanding ANNETTE’s responsibilities to other roles and departments.

Next week, Jace is slated to meet with the top executives at Synergy Consulting and provide recommendations for the future of AI use at the company. What should Jace suggest to his company’s leadership? Should he recommend reprogramming ANNETTE to be more formal and transactional? Or should he recommend continuing with ANNETTE’s design as-is, knowing this may lead to ANNETTE—or other chatbots—receiving an expanded role at the company?

Suggested Questions:

- Should generative AI be used by businesses? When might it be useful in the business world? When may it do more harm than good?
- Should businesses be expected to disclose when customers interact with chatbots as opposed to real humans? What role does **transparency** play in this decision?
- Are chatbots capable of demonstrating **integrity** in their interactions with humans? How does the answer to this question impact companies’ use of chatbots in the business world?
- To what extent should businesses be held **accountable** for the actions of artificial intelligence programs they use?
- Is it **fair** to expect businesses to make decisions based solely on the best interests of customers? How should businesses balance the needs of consumers and the company, which may not always align?
- If a business chooses to program chatbots to be more transactional and formal, how might this affect the company’s **viability**? What about if a company elects to program its chatbot as charismatic and potentially manipulative?

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.

2023–2024 New York State Competitive Events

High School

- 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 prejudged component. They must also 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.

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 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 (2023-24) 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.
 - 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.
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.
 - 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.
 - 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.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - Facts and data must be cited and secured from quality sources.

2023–2024 New York State Competitive Events

High School

- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Preparation for and presentation of the entry must be conducted by competitors.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

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 the 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.
- 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.

2023–2024 New York State Competitive Events

High School

Business Ethics Prejudged Report Rating Sheet

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

2023–2024 New York State Competitive Events

High School

Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	<i>No identification of ethical issues as it relates to the event guidelines</i>	<i>Identifies OR defines the ethical issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Identifies and defines the ethical issues using industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Explains why the ethical issues happened	<i>No reasons cited for the ethical issues</i>	<i>One reason for the ethical issue(s) identified but were not on target</i>	<i>One reason identified for the ethical issue(s) identified and on target</i>	<i>Two or more reasons identified, on target, and analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>No recommendations are given</i>	<i>One recommendation provided but no supporting evidence</i>	<i>One recommendation provided with supporting evidence</i>	<i>Two or more recommendations provided with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	<i>No safeguards identified</i>	<i>One safeguard provided but no supporting evidence</i>	<i>One safeguard provided with supporting evidence</i>	<i>Two or more safeguards recommended with supporting evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	<i>No research done with 3 or more inaccurate statements</i>	<i>Research is unrelated to the ethical topic and 1-2 inaccurate statements</i>	<i>All research is accurate with no reference made to supporting evidence</i>	<i>Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Agency and employment laws | • Consumer protection and product/personal liability |
| • Contracts and sales | • Negotiable instruments, insurance secured transactions, bankruptcy | • Computer law |
| • Business organization | | • Domestic and private law |
| • Property laws | | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Management Functions and Environment | • Marketing |
| • Human Resource Management | • Business Ownership and Law | • Economic Concepts |
| • Financial Management | • Strategic Management | • Careers |
| • Business Operations | • Ethics and Social Responsibility | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.
- 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.

2023–2024 New York State Competitive Events

High School

- 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Business Management Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 management	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

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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 May 7, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table for presentation

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 19, 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 prejudged component. They must also 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, 2024.
 - **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 schools will advance to the SLC final round.
 - The first page (front cover) should include the name of school, state, name of the event, and school year (2023-24) 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.
 - Facts and data must be cited and secured from quality sources.
 - 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.

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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.
 - Competitors must set up their presentation by themselves.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - 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 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.

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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.

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Business Plan Prejudged Report 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 0 points	<i>Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success</i> 1-8 points	<i>Executive Summary is proved AND show evident of sound business concept and reasonable chance of success</i> 9-12 points	<i>Executive Summary serves as a strong introduction and transitions into the remainder of the report</i> 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 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 13-15 points	
Present Industry Analysis Description of industry (size, growth rates, history) Trends and strategic opportunities with industry	More than one of the components listed is not addressed 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 13-15 points	
Present Target Market Target market defined (size, growth, potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	More than one of the components listed is not addressed 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 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 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 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 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 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 0 points	Description of one or more components is limited OR one or more components is not described 1-8 points	All components are described adequately 9-12 points	All components are described adequately with supporting documentation 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	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	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	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	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 <ul style="list-style-type: none"> • Year 1 monthly cash flow • Year 1 monthly income statement • Yearly income statements for Years 1, 3 and 5 	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	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)	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
Report Total (200 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Business Plan Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes business concept and company profile	<i>No evidence of business concept or company profile</i>	<i>Business concept OR company profile described</i>	<i>Business concept AND company profile explained</i>	<i>Business concept and company profile explained including how the concept matches the profile</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains marketing aspects of business	<i>No marketing evident</i>	<i>One aspect of marketing explained</i>	<i>Two aspects of marketing explained</i>	<i>Three or more aspects of marketing to increase company presentation explained</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans	<i>No evidence of company, operations plan, or management plan</i>	<i>Description of operations OR management plan</i>	<i>Description of operations AND management plan</i>	<i>Detailed description of operations and management with plan for future growth</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections	<i>No evidence of financial documents or company projections</i>	<i>Provides information on at least one financial document OR one projection</i>	<i>Provides information on two financial documents and at least one projection</i>	<i>Provides information on at least three financial documents and at least three projections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	<i>No evidence of risks or adverse results</i>	<i>One risk OR adverse result is given: no evidence of planning</i>	<i>Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results</i>	<i>Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies long-term goals	<i>No goals identified</i>	<i>Only one goal identified</i>	<i>Two goals identified</i>	<i>Three or more goals identified with specific plan to achieve the goals</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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 max)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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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 for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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.

2023–2024 New York State Competitive Events

High School

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	0 points	1-6 points	7-13 points	14-20 points	
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 Points (5 points for not following Competitive Events Guidelines)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

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, 2024

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 2024.
- 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, 2024. 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.
 - 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.
 - 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.
 - 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.

2023–2024 New York State Competitive Events

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.

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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High School

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 March of Dimes.
- 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 (<i>The FBLA Express</i>)
5 points each for a maximum of 25 points	School or District: Newspaper, newsletter, website
5 points each for a maximum of 10 points	FBLA District Newsletter
5 points each for a maximum of 60 points	Local newspaper articles
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:
 - American Enterprise Project
 - Local Chapter Annual Report
 - Chapter Business Display
 - Partnership with Business Project
 - 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 Parliamentary candidates interviewed at the previous SLC.

20. ATTENDANCE AT NATIONAL LEADERSHIP CONFERENCES – 0 TO 50 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.
- Two (2) points are awarded for each member who attends the Institute for Leaders. Documentation must be submitted to verify attendance. A maximum of five (5) participants may be counted.
- Twenty (20) 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 Membership Madness, Business Achievement, and 100% Class Participation awards 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 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.

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.

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- 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 50 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.

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

This is to verify that the members of the _____
(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: _____

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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 CHARTERING PROCESS:

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

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High School

Chapter of the Year Rating Sheet

Expectation Item	Point Value	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	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	1-30 points	31-60 points	61-80 points		
7. Social Activities	0 to 10	0 points	1-3 points	4-7 points	8-10 points		
8. Civic/Community Activities	0 to 120	0 points	1-40 points	41-80 points	81-120 points		
9. School Service Activities	0 to 60	0 points	1-20 points	21-40 points	41-60 points		
10. Fundraising Projects	0 to 30	0 points	1-10 points	11-20 points	21-30 points		
11. Print/Electronic Publicity	0 to 80	0 points	1-30 points	31-60 points	61-80 points		
12. Radio/Television Programs	0 to 20	0 points	1-7 points	8-14 points	15-20 points		
13. Assembly Programs	0 to 30	0 points	1-10 points	11-20 points	21-30		
14. Talks or Demonstrations Before Groups	0 to 60	0 points	1-20 points	21-40 points	41-60 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	1-55 points	56-110 points	111-135 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 50	0 points					
21. Winners of NLC Competitive Events	0 to 45	0 points	1-10 points	11-20 points	21-45 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 50	0 points	1-15 points	16-30 points	31-50 points		
26. Support of NYS FBLA Foundation	0 to 20	0 points					
27. Alumni & Professional Network Activities	0 to 20	0 points	1-7 points	8-14 points	15-20 points		
28. Outstanding Activity of the Year	0 to 40	0 points	1-15 points	16-30 points	31-40 points		
Total (Maximum possible is 1245 points)							

*This column is to be filled in by the chapter

Name(s):			
School:			
Judge Signature:			Date:
Comments:			

2023–2024 New York State Competitive Events

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 the 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 in the District	# of Participants 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 22, 2023.
- 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

- All electronic devices such as cell phones and smart watches must be turned off.
- 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.

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- Role plays are interactive presentations; the judges will ask questions throughout the presentation.
- 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.
- 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 at the SLC.

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 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.

2023–2024 New York State Competitive Events

High School

Client Service Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	<i>No position communicated</i>	<i>Communicates position not related to problem</i>	<i>Communicates position on problem</i>	<i>Communicates in a professional manner position on problem in scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	<i>No empathy or diplomacy displayed</i>	<i>Empathy or diplomacy displayed in response to role play scenario</i>	<i>Empathy and diplomacy displayed in response to role play scenario</i>	<i>Display of empathy and diplomacy skills add to resolution of role play scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	<i>No understanding of the role play demonstrated</i>	<i>Terminology is presented but not expanded on</i>	<i>Clear understanding of terminology and implementation into presentation</i>	<i>Terminology is communicated clear enough for client (judge) to proceed on their own</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	<i>No closure was provided</i>	<i>Situation was closed OR conflict was resolved</i>	<i>Conflict was resolved, the situation has closure</i>	<i>Conflict was resolved, the situation has closure, and client (judge) is satisfied</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Create a program that allows your school's Career and Technical Education Department to collect and store information about business and community partners. This program should include information on at least 25 different partners (real or fictional), with details such as, but not limited to, the type of organization, resources available, and direct contact information for an individual. The program should enable users to search and filter the information as needed.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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, 2024.
 - 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

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- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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 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 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.
- 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.

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Coding & Programming Prejudged Project Rating Sheet

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

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High School

Coding & Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Code Quality					
Appropriate use of comments, naming conventions, and proper formatting	<i>No commentary provided</i>	<i>Commentary provided but is not logical</i>	<i>Commentary provided assists the user throughout the demonstration</i>	<i>Commentary provided is logical, useful, and complete</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>Identifiers not used</i>	<i>Identifiers are used for programming elements but are incorrectly placed</i>	<i>Identifiers are used and are accurate in all instances</i>	<i>Identifiers exhibit an advanced knowledge of programming</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or program is not intuitive</i>	<i>Appropriate & clear instructions are provided</i>	<i>Program is intuitive and clear instructions are provided</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	<i>No help menu or navigation system incorporated</i>	<i>Includes basic help menu and usable navigation</i>	<i>Interface contains no spelling errors, has interactive help menu, and has no navigation errors</i>	<i>Program use also includes an intelligent feature such as an interactive Q&A</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	<i>Program does not address the topic/problem</i>	<i>Program addresses the topic/problem at a minimal level</i>	<i>Program fully addresses the topic/problem</i>	<i>Program fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program generates a presentable report	<i>Output reports are not accurate or not available</i>	<i>Output reports are not sufficient to analyze data</i>	<i>Output reports are error free and provide all necessary information to analyze data</i>	<i>Output reports allow user to customize and analyze information</i>	
	0 points	1-2 points	3-4 points	5 points	
Data storage is persistent	<i>Where data is stored is unclear</i>	<i>Where data is stored may not be secure</i>	<i>Data storage is clear, and storage is secure</i>	<i>Data storage includes dynamic backup feature</i>	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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, 2024.
 - **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 (2023-24) 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 2023 State Leadership Conference to the end of the 2024 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.

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- 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors must set up their presentation by themselves.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - 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 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.
- 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.

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High School

Community Service Project Prejudged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project has specific goals and provides service to the community and its citizens	Project is not a Community Service Project	Project has specific goals OR provides service to the community and its citizens but not both	Project has specific goals AND provides service to the community and its citizens	Project has quantitatively defined goals and indicates future activities or steps that could be taken to further the work started	
	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	
	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	1-9 points	10-16 points	17-20 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	1-6 points	7-8 points	9-10 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					
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 (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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High School

Community Service Project Presentation Rating Sheet

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

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High School

Computer Applications

Computer Applications provides members with the opportunity to demonstrate knowledge around competencies in different applications in computing. 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

Production Test Time: 2 hours, due March 28, 2024

NACE Connections: Career & Self-Development

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

Objective Test Competencies

- Basic Computer Terminology and Concepts
- Presentation, Publishing, and Multimedia Applications
- Spreadsheet and Database Applications
- Basic Application Knowledge and Word Processing
- E-mail, Integrated, and Collaboration Applications
- Netiquette and Legal Issues
- Security
- Formatting, Grammar, Punctuation, Spelling, and Proofreading

Production Test Competencies

- Create, Search, and Query Databases
- Spreadsheet Functions and Formulas
- Text Slide Graphics and Presentations
- Business Graphics
- Word Processing

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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

- This event has two parts: objective test and production test
- All electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Production Test
 - **Submission Deadline:** A PDF document containing all the tasks must be uploaded by March 28, 2024
 - 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.

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- 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 (www.fbld.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 the Competitive Event Guidelines.
- Competitors may be disqualified if they do not follow the Dress Code or are late for their event.

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High School

Computer Game & Simulation Programming

Computer Game & Simulation Programming provides members with the opportunity to design and implement a computer game 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, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for preliminary and final round presentation

Equipment Provided by FBLA: Internet access and table for preliminary round presentation; Internet access, table, power, projector & screen for final round presentation

2023–2024 Topic

Create an adventure game with a storyline incorporating FBLA goals, concepts, and/or history. The game must:

- Be playable on the student device using Windows 10, Mac OS, or a modern web browser.
- Be compatible with a maximum ESRB rating of E10+.
- Be secure and bug-free.
- Include:
 - A hero
 - At least one villain
 - Use of arrow keys for movement and can incorporate other keys for other actions
 - Scoring (examples include points system, leaderboards, etc.)
 - Win/lose screens
 - At least two levels of play

FBLA Goals

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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.

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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.

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
 - **Submission Deadline:** A URL of the game must be uploaded by March 1, 2024.
 - 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 game is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - 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 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:
 - 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?

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the 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

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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.

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Computer Game & Simulation Programming Prejudged Project Rating Sheet

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

2023-2024 New York State Competitive Events

High School

Computer Game & Simulation Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Design					
Game addresses all parts of the prompt	<i>Concept and/or topic are not addressed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>User with no knowledge of the concept and/or topic can identify it based on use of project</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Game rules are well-defined and clearly explained	<i>Rules contain substantial errors affecting game play</i>	<i>Rules contain errors that have minimal impact on game play</i>	<i>Rules are error free as discovered through basic game play</i>	<i>At least one advanced rule feature available</i>	
	0 points	1-2 points	3-4 points	5 points	
Game is challenging, but can be completed	<i>Game is overly simplistic and/or cannot be completed</i>	<i>Game can be completed but is simplistic</i>	<i>Game is challenging and can be completed</i>	<i>User can navigate the game with rules as defined and several outcomes are available for completion</i>	
	0 points	1-2 points	3-4 points	5 points	
Implementation					
Describes programming languages, graphic design tools, game engines or other software used	<i>Program documentation not provided</i>	<i>Program documentation contains errors</i>	<i>Program documentation is error free</i>	<i>Program documentation invites use of advanced features</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are appropriate for concept and/or topic	<i>No graphic design principles applied</i>	<i>Graphics are distracting/busy</i>	<i>Graphics are appropriate for the concept/topic</i>	<i>Graphics enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are consistently applied	<i>Graphics & assets not available</i>	<i>Graphics & assets not consistent</i>	<i>Graphics & assets consistently applied</i>	<i>Graphics & assets consistently applied and enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are visually appealing and engaging	<i>No design principles applied</i>	<i>Color, contrast, background, typography, sound and design are distracting or busy</i>	<i>Color, contrast, background, typography, sound, and design are appropriate for the concept or topic</i>	<i>Color, contrast, background, typography, sound, and design enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Title screen functions and provides clear instructions	<i>No title screen provided</i>	<i>Title screen has limited instructions and/or functionality</i>	<i>Title screen functions and provides clear instructions</i>	<i>Title screen provided, but allows user to execute without instructions</i>	
	0 points	1-2 points	3-4 points	5 points	
Users can easily navigate between pages	<i>Experience intended for the game is not defined</i>	<i>User can navigate the game, but experience and purpose are not defined</i>	<i>User can navigate and complete the game following the rules</i>	<i>Game includes an operating multi-player function</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Game controls and mechanics are intuitive	<i>Controls & mechanics aren't present</i>	<i>Controls & mechanics not fully present</i>	<i>Controls and mechanics are intuitive</i>	<i>Controls and mechanics are intuitive and enhance the user experience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					
Comments:					
					Date:

2023–2024 New York State Competitive Events

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 | • Security | • Printers and scanners |
| • Networks | • Safety and environmental issues | |
| • Personal computer components | • Laptop and portable devices | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event..

2023–2024 New York State Competitive Events

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) | • Email security | • Physical security |
| • Network security | • Intrusion detection | • Cryptography |
| • Disaster recovery | • Authentication | • Forensics security |
| | • Public key | • Cyber security policy |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Sun Motor Company is a fictitious auto manufacturer selling internal combustion (gas-powered) vehicles primarily in the United States. Sun Motor Company executives have expressed interest in the potential that electric vehicles could bring to the business. Your team is a consultant making data-driven recommendations for the executives. Using the datasets given at [THIS LINK](#) analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business. Not all datasets need to be included in the analysis and you are encouraged to include outside research.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor

2023–2024 New York State Competitive Events

High School

- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Data Analysis Presentation Rating Sheet

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

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Create an animated video for incoming freshmen that teaches a business concept related to any FBLA competitive event.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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 prejudged component. They must also 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 is two parts: prejudged component and presentation
- Prejudged Component
 - **Submission Deadline:** A URL of the animated video must be uploaded by March 1, 2024.
 - Project Specifics
 - The animated video should be no longer than three minutes.
 - All content must be original.
 - 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 schools will advance to the SLC final round.

2023–2024 New York State Competitive Events

High School

- Presentation
 - Presentations are not open to conference attendees
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - The video should be shown to the judges during the presentation.
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Digital Animation Prejudged Project Rating Sheet

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

Project Total (200 points)

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023–2024 New York State Competitive Events

High School

Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from video to presentation</i>	<i>Demonstrates the topic through presentation and animation</i>	<i>Demonstrates expertise of the topic through presentation and animation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	<i>No explanation of the development process</i>	<i>Explains the development process but does not share tangible planning documents</i>	<i>Explains the development process and shares tangible planning documents</i>	<i>Explains development process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	<i>No explanation of the production process</i>	<i>Explains the production process but does not share tangible planning documents</i>	<i>Explains the production process and shares tangible planning documents</i>	<i>Explains the production process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	<i>No explanation of software and hardware used</i>	<i>Explains software OR hardware used</i>	<i>Explains software AND hardware used</i>	<i>Explains software and hardware used as well as alternative options and reasoning for final choice</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	<i>No explanation of animation techniques used</i>	<i>Identifies animation techniques used</i>	<i>Identifies animation techniques used with industry terminology</i>	<i>Identifies and explains animation techniques used with industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table presentation

2023–2024 Topic

Create a video that instructs others how to use a technology tool (hardware or software) found in a business setting. All video content must be original.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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 video must be uploaded by March 1, 2024.
 - Project Specifics
 - The video should be no longer than two minutes.
 - All content must be original.
 - 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 schools will advance to the SLC final round.

2023–2024 New York State Competitive Events

High School

- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - The video should be shown to the judges during the presentation.
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Digital Video Production Prejudged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	<i>Media not usable</i>	<i>Media usable but not submitted according to event guidelines</i>	<i>Media usable but not click and play</i>	<i>Media usable on multiple players/browsers</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Fully address the concept and/or topic	<i>Concept and/or topic is not followed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>A user with no knowledge of the concept and/or topic can identify topic based on video</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Video contains multiple elements providing evidence of production skill	<i>No evidence of video production skill demonstrated</i>	<i>Video is designed using limited video editing skill</i>	<i>Video contains transitions and use of multiple technologies</i>	<i>Video contains multiple advanced film techniques</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Grammar, spelling, and punctuation	<i>Video contains grammar or spelling errors</i>	<i>Video contains 3 or less spelling or grammar errors</i>	<i>Video contains one grammar and no spelling errors</i>	<i>Video is grammar and spelling error free</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	<i>Copyright information or sources not addressed or cited incorrectly AND video content is not original</i>	<i>Material violates copyright and source guidelines OR video content is not original</i>	<i>Copyright information and sources documented, and video content is original</i>	<i>Copyright compliance is documented, sources cited using visual representation, and video content is original</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video has logical flow of information	<i>Flow of video does not seem logical</i>	<i>Flow does not connect each element of the video</i>	<i>Flow is logical and appears sequenced with beginning, middle, and end</i>	<i>Video is logical, flows well and includes a call to action at the end</i>	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Quality of editing and transition	<i>There are no transitions or evidence of video editing incorporated</i>	<i>Transitions exist but are rough and do not flow easily</i>	<i>Transitions flow seamlessly and serve as a logical component of the video</i>	<i>Multiple types of transitions are used and all flow seamlessly</i>	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Audio and visual elements are coordinated	<i>Audio and visual elements are limited</i>	<i>Audio and visual elements do not include variety</i>	<i>Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques</i>	<i>Audio and visual uses variety of sources and special effects</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Use of video/film techniques	<i>Video technology use not evident</i>	<i>Video incorporates use of film techniques</i>	<i>Video incorporates advanced use of film techniques</i>	<i>Video contains multiple advanced film techniques such as special effects</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Total (200 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Digital Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from video to presentation</i>	<i>Demonstrates the topic through presentation and animation</i>	<i>Demonstrates expertise of the topic through presentation and animation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	<i>No explanation of use or implementation of technology</i>	<i>Identification OR implementation of innovation technology</i>	<i>Implementation and demonstration of video techniques, equipment, and software</i>	<i>Expert description and demonstration of video techniques, equipment, and software</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Competitor(s) explains the design OR development process</i>	<i>Competitor(s) explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	<i>Does not present video</i>	<i>Video of any length presented</i>	<i>Video is presented, but inadequate introduction and transition back into presentation</i>	<i>Video is presented, with adequate introduction and transition back into presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	<i>Copyright information or sources not addressed or cited incorrectly AND video content is not original</i>	<i>Material violates copyright and source guidelines OR video content is not original</i>	<i>Copyright information and sources documented, and video content is original</i>	<i>Copyright compliance is documented, sources cited using visual representation and video content is original</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • International Trade/Global Economics | • Role of Government |
| • Productivity | • Market Structures and Competition | • Monetary and Fiscal Policy |
| • Macroeconomics | • Investments and Interest Rates | • Types of Business/Economic Institutions |
| • Supply & Demand | | • Business Cycles/Circular Low |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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.

Event Administration

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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.

2023–2024 New York State Competitive Events

High School

- All information should reflect the competitor’s accomplishments and experiences that have occurred.
- 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.

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.

2023–2024 New York State Competitive Events

High School

Electronic Career Portfolio Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Resume	<i>Resume not included or demonstrated</i>	<i>Provides a review of resume including experiences, qualification, and special skills</i>	<i>Provides a review of resume using multiple visual aids</i>	<i>Provides a review of resume and integrates interactive features of technology into presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research	<i>Career research not included or demonstrated</i>	<i>Shares research on desired career</i>	<i>Shares research on desired career and correlates personal qualifications to this career</i>	<i>Shares research and qualifications for career and incorporates statistics, data, salary, and obstacles</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Career Related Education	<i>No demonstration of career related education</i>	<i>Shares information about school activities and work experiences</i>	<i>Shares information about school activities and work experiences and how one prepared for the other</i>	<i>Correlates experience and education and provides details about a career research project</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Special Skills or Proficiencies	<i>No demonstration of special skills or proficiencies</i>	<i>Shares about one special skill or proficiency related to desired career</i>	<i>Shares about one special skill or proficiency related to desired career they have earned and how it makes them qualified for their selected career</i>	<i>Shares and correlates at least one special skill or proficiency related to desired career skill that is linked to a certification or endorsement</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Marketing Management | • Community/Business Relations |
| • Financial Management | • Personnel Management | • Government Regulations |
| • Initial Capital and Credit | • Taxes | • Legal Issues |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.
- 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.

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- Interactive Role Play Presentation
 - 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.
 - 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

- 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.
- 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.

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Entrepreneurship Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Business Plan, Community and business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, government regulations	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

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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, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology, presentation items, copy of lesson plan in a folder for presentation

Equipment Provided by FBLA: Table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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 prejudged component. They must also set up their presentation by themselves.
- 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.
- Prejudged Materials – The Lesson Plan
 - **Submission Deadline:** A PDF of the lesson plan must be uploaded by March 1, 2024
 - The lesson plan should not be more than three pages long.
 - Competitors must use the provided lesson plan components. The lesson plan can be retyped into a different format with the same components. The lesson plan should account for a full class period.
 - Competitors can choose a business-related topic from one of the following subject areas: Entrepreneurship, Accounting, Economics or Marketing
 - 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.
 - Facts and data must be cited and secured from quality sources.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
- Presentation – The Lesson
 - 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.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

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- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- Competitors must bring one hard copy of the lesson plan in a folder onsite. Label folders with the competitor's name, state, and school. No items are to be left with the judges; the judges will return the lesson plan to the competitors at the end of the presentation.
- 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.
- Facts and data must be cited and secured from quality sources.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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

- 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 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.

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Future Business Educator Prejudged Lesson Plan Rating Sheet

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

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Future Business Educator Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned		
Demonstrated knowledge of subject matter	<i>No knowledge of the subject matter demonstrated</i>	<i>Demonstrated limited understanding of the subject matter</i>	<i>Demonstrated understanding of the subject matter</i>	<i>Demonstrated extensive understanding of the subject matter</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Presented material met the objectives of the lesson plan	<i>Presented material was not included</i>	<i>Presented material was included, but not connected to the lesson plan objectives</i>	<i>Presented material was included and connected to the lesson plan objectives</i>	<i>Materials meet the objectives and accommodate learner differences</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Presented material appropriate for audience and subject	<i>Activities/materials are not included or not appropriate for the grade level or topic</i>	<i>Activities/materials are included but do not give students clear opportunities for guided practice</i>	<i>Activities/materials are included and give students opportunities for practice</i>	<i>Activities/materials engage and motivate students with opportunities to demonstrate skills</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Presented interesting, motivating and creative lesson plan	<i>Lesson plan is unorganized</i>	<i>Lesson plan is organized</i>	<i>Lesson plan is organized; and interesting, motivating, OR creative</i>	<i>Lesson plan is organized, interesting, motivating, and creative and presented professionally</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>			
	0 points	1-2 points	3-4 points	5 points			
Presentation Delivery							
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and closing</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the lesson plan interaction and effectively used time</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Lesson Plan							
Student brought lesson plan	No lesson plan was brought		Lesson plan was brought				
	0 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 points)							
Name(s):							
School:							
Judge Signature:					Date:		
Comments:							

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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 <i>(What should students be able to do after your lesson?)</i>		
Outcome / Measurement <i>(How to assess that students met your learning objectives?)</i>		
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		

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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, 2024

Objective Test: 50 minutes, 100 questions

Presentation Time: 10-minute interview

Internet Access: Not provided

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

Equipment Provided by Competitors: Pencil for objective test, copy of resume and cover letter in a folder for all interview rounds

Objective Test Competencies

- | | | |
|--|--|--|
| • FBLA Organization | • FBLA National Publications | accounting, banking, law, |
| • FBLA Bylaws & Handbook | • FBLA Mission, Pledge and Goals | entrepreneurship, marketing, |
| • FBLA National Competitive Event Guidelines | • General Business Knowledge (including, but not limited to, | international business, management, organizational leadership) |

District Elimination Event

A member must take the objective test at the 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 22, 2023.
- 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.

Event Administration

- This event has three parts: prejudged materials, objective test, and presentation (interview)
- All electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - 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
- Prejudged Materials
 - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded by March 1, 2024.
 - Cover Letter
 - Not to exceed one page.
 - Letter should state reasons for deserving the honor of this award.

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- Address letter to: Mr. Alexander T. Graham, President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
- Resume Specifics
 - Not to exceed two pages.
 - Should list the competitor's FBLA activities and involvement
 - 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.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The prejudged materials are prejudged before the SLC.
- Presentation – The Interview
 - Presentations are not open to conference attendees.
 - Competitors must bring one hard copy of resume and cover letter in a folder onsite. Label folders with the competitor's name, state, and school. The competitor's name should be included on all pages of the resume and cover letter. No items can be left with the judges.
 - No additional materials can be brought to the interview outside of the resume and cover letter.
 - 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.

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.

Penalty Points

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

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Future Business Leader Prejudged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States award applying for	<i>No award stated</i>	<i>Award stated does not match qualification</i>	<i>States award and shows match of award to qualifications</i>	<i>States award and shows match of award to qualifications with demonstrated experience</i>	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	<i>No self-promotion included</i>	<i>Describes skills and academic achievements, but no volunteerism or experience included</i>	<i>Describes skills, academic achievements, and volunteerism or experience</i>	<i>Describes skills, academic achievements, and multiple volunteerism or experiences</i>	
	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	<i>No resume statement nor interview requested</i>	<i>States resume included but does not ask for interview</i>	<i>States resume is included and asks for interview</i>	<i>States resume is included, asks for interview, provides opportunity to request more information</i>	
	0 points	1 point	2-3 points	4 points	
Resume: Targets award on cover letter	<i>No award targeted</i>	<i>Targeted award does not match cover letter</i>	<i>Targeted award matches cover letter</i>	<i>Resume supports targeted award on cover letter</i>	
	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	<i>Resume is unreadable</i>	<i>Resume design is distracting</i>	<i>Resume is reader friendly</i>	<i>Resume is professional in design for targeted award</i>	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, and volunteerism or experience information	<i>No education, activities, volunteerism, experience information listed</i>	<i>Two sections included</i>	<i>Three sections included</i>	<i>Three or more sections support targeted award</i>	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	<i>Resume is longer than two pages</i>	<i>Information provided, but in paragraph form</i>	<i>Sections are clearly identified with organized information</i>	<i>Clearly identified and organized information in each section supports targeted award</i>	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	<i>Three or more errors</i>	<i>Two errors</i>	<i>No spelling errors, and not more than 1 punctuation or grammatical error</i>	<i>No spelling or grammatical errors, and not more than 1 punctuation error</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Prejudged Total (50 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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High School

Future Business Leader Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned		
Illustrates participation in and leadership experiences in FBLA	<i>Has not been involved in FBLA other than to pay membership dues and attend one state/national conference</i>	<i>Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities</i>	<i>Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA</i>	<i>Can explain how participation and leadership experiences in FBLA have transferred to other areas of life</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Explains participation in other school and/or community organizations	<i>No evidence of participation in other school and/or community organizations</i>	<i>Participates in only one additional school and/or community organization other than FBLA</i>	<i>Explains participation in other school and/or community organizations</i>	<i>Explains how participation in FBLA has complemented or enhanced other school and/or community organizations</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Explains and shows areas of outstanding achievement	<i>No other achievements outside of FBLA</i>	<i>Has limited areas of outstanding achievement other than FBLA</i>	<i>Can explain and show areas of outstanding achievement</i>	<i>Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Indicates understanding of career knowledge and career plans	<i>No career plans at this time</i>	<i>May have an idea for a career but has developed no solid plans OR obtained any career knowledge</i>	<i>Knows career plans and shows some evidence that the career knowledge has been obtained</i>	<i>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</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Presentation Delivery							
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Application Materials							
Student brought application materials to interview	No materials were brought		Materials were brought				
	0 points		5 points				
Add Prejudged Materials Score (maximum 50 points) – Preliminary Round only							
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):							
School:							
Judge Signature:					Date:		
Comments:							

2023–2024 New York State Competitive Events

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

Internet Access: Not Provided

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Table for presentation

2023-2024 Topic

Your marketing firm has been asked to create a branding package for a new business in your community. The branding package needs to showcase your unique style and highlight your skills in today's design industry. Branding package to include:

- Brand and logo design
- Infographic or brochure of the business
- Advertisements for the promotion of the business
 - Magazine advertisement
 - Billboard (14 feet high and 48 feet wide)
 - Two different social media posts

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor

2023–2024 New York State Competitive Events

High School

- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects:
 - Emphasize graphic interpretation of the topic and design.
 - 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.

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.

2023–2024 New York State Competitive Events

High School

Graphic Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	<i>Materials not described and/or one or more elements are missing or incomplete</i>	<i>Event topic and at least one of the materials described</i>	<i>Event topic and all materials described</i>	<i>All materials and event topic described, and the competitors connect the different pieces together</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	<i>Does not create interest or desire for the design</i>	<i>Describes two or more features of the design that would assist in selling the product</i>	<i>Describes four or more features of the design that would assist in selling the product</i>	<i>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</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	<i>Consistency in graphic design to theme not addressed</i>	<i>Explains how graphic design is consistent with theme</i>	<i>Demonstrates with visual aids the consistency between graphic design and theme</i>	<i>Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Communication Skills | • Infection Control |
| • Medical Terminology | • Managing Financial Functions | • Medical History |
| • Legal & Ethical Issues in Health Care | • Health Insurance | • Technology |
| | • Records Management | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Customer Management | • Professional Career and |
| • Help Desk Operations and Procedures | • Support Center Infrastructure and Procedures | Leadership Skills |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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

- This event is two parts: objective test and role-play
- All electronic devices such as cell phones and smart watches must be turned off.
- 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 final 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.
 - No additional reference materials or props or visuals are allowed.
 - 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.

2023–2024 New York State Competitive Events

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.

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.

2023–2024 New York State Competitive Events

High School

Help Desk Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	<i>No position communicated</i>	<i>Communicates position not related to problem</i>	<i>Communicates position on problem</i>	<i>Communicates in a professional manner position on problem in scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	<i>No empathy or diplomacy displayed</i>	<i>Empathy or diplomacy displayed in response to role play scenario</i>	<i>Empathy and diplomacy displayed in response to role play scenario</i>	<i>Display of empathy and diplomacy skills add to resolution of role play scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	<i>No understanding of the role play demonstrated</i>	<i>Terminology is presented but not expanded on</i>	<i>Clear understanding of terminology and implementation into presentation</i>	<i>Terminology is communicated clear enough for client (judge) to proceed on their own</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	<i>No closure was provided</i>	<i>Situation was closed OR conflict was resolved</i>	<i>Conflict was resolved, the situation has closure</i>	<i>Conflict was resolved, the situation has closure, and client (judge) is satisfied</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Environmental, Ethical, and | • Manage Stakeholder |
| • Types of Hospitality Markets and Customers | Global Issues for the Hospitality Industry | Relationships |
| • Hospitality Operation and Management Functions | • Hotel Sales Process | • Design the Program |
| • Customer Service in the Hospitality Industry | • Manage the Strategic Plan for a Meeting or Event | • Engage Speakers and Performers |
| • Human Resource Management in the Hospitality Industry | • Project Management | • Food and Beverage Sales |
| • Legal Issues, Financial Management, and Budgeting for the Hospitality Industry | • Manage the Event | • Meeting Design and Layout |
| • Current Hospitality Industry Trends | • Hospitality Marketing Concepts | • Managing Movement of Attendees |
| | • Develop Financial Resources | • Event Site Selection and Management |
| | • Manage the Event Budget | • Marketing the Event |
| | • Human Resources | • Communication and Professionalism |
| | • Train and Manage Staff and Volunteers | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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.

2023–2024 New York State Competitive Events

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 electronic devices such as cell phones and smart watches must be turned off.
- 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 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Hospitality & Event Management Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 resources / meeting design & layout / site selection & 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 / management movement of attendees	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Performance Management | • Labor Relations and Collective Bargaining |
| • Training and Development | • Government Relations and Issues | |
| • Employee Compensation and Benefits | • Human Resource Planning | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 preliminary and final rounds

District Elimination Event

A member may enter only one of these events and must place at the 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 in the District	# of Participants 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 22, 2023.
- 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 is two parts: a preliminary and final round.
- All electronic devices such as cell phones and smart watches must be turned off.
- 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.

2023–2024 New York State Competitive Events

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.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
- 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.

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 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.

2023–2024 New York State Competitive Events

High School

Impromptu Speaking Presentation Rating Sheet

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

2023–2024 New York State Competitive Events

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 | • Health, Disability, & Life | • Decision Making |
| • Property & Liability Insurance | • Insurance | • Ethics |
| | • Insurance Knowledge | • Career |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Taxes & Government Regulations | • Ethics |
| • Ownership and Management | • Treaties & Trade Agreements | • International Travel |
| • Legal Issues | • Currency Exchange | • Career Development |
| • Communication | • Finance | |
| • Marketing | • Human Resource Management | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.

2023–2024 New York State Competitive Events

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 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

International Business Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 travel, career development	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Proofreading & Editing | • Reading Comprehension |
| • Punctuation and Capitalization | • Word Definition and Usage | |
| • Spelling | • Oral Communication Concepts | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Economic Systems | • Insurance |
| • Consumerism | • Right and Responsibilities of Employees, Managers, Owners, and Government | • Ethics |
| • Characteristics and Organization of Business | • Career Awareness | • Global (International) Business |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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

Internet Access: Not Provided

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Table for presentation

2023-2024 Topic

Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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, 2024

Recognition

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

Event Administration

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

2023–2024 New York State Competitive Events

High School

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 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.

2023–2024 New York State Competitive Events

High School

Introduction to Business Presentation Rating Sheet

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

2023–2024 New York State Competitive Events

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 | • Career Development | • Ethics/Safety |
| • Technology Concepts | • Business Operations | • Finance |
| • Communication Skills | • Database/Information Management | • Information Processing |
| • Decision Making/Management | | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 preliminary and final role play

District Elimination Event

A member may enter only one of these events and must place at the 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 in the District	# of Participants 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 22, 2023.
- 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.

Event Administration

- All electronic devices such as cell phones and smart watches must be turned off.
- Presentations are not open to conference attendees.
- 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.

2023–2024 New York State Competitive Events

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.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
- 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.

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 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.

2023–2024 New York State Competitive Events

High School

Introduction to Decision Making Role Play Presentation Rating Sheet

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 (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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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

Internet Access: Not provided

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 for presentation

2024 Topic

The global economic outlook is expected to continue with inflation and subdued economic growth. Many industries are still plagued by supply chain issues that emerged during the global shutdowns caused by Covid-19 and were only worsened by the political unrest in other countries. How can industries deal with supply chain shortages and rising logistical costs?

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Only competitors are allowed to plan, research, and prepare their prejudged component. They must also 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, 2024

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.
- All electronic devices such as cell phones and smart watches must be turned off.
- Competitors are expected to research the topic prior to the conference & be prepared to present both the affirmative & negative arguments.
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Competitors should introduce themselves, describe the situation, present both affirmative & negative & make their recommendations, & summarize their case.
- Any photographs, texts, trademarks, or names used on must be supported by proper documentation and approvals indicated. Facts and data must be cited and secured from quality sources.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Preparation for and presentation of the entry must be conducted by competitors.

2023–2024 New York State Competitive Events

High School

- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- 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.

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 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.

2023–2024 New York State Competitive Events

High School

Introduction to Emerging Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the event topic	<i>No understanding of topic as it relates to the event guidelines or wrong topic</i>	<i>Identifies event topic, but does not demonstrate understanding</i>	<i>Identifies and demonstrates understanding of event topic</i>	<i>Uses industry terminology to demonstrate the understanding of the event topic</i>	
	0 points	1-5 points	6-10 points	11-15 points	
Identifies and supports the affirmative and negative argument for the event topic	<i>No affirmative and no negative arguments presented</i>	<i>Affirmative argument OR negative argument presented</i>	<i>Both affirmative and negative arguments are presented for the topic with evidence</i>	<i>Affirmative and negative arguments supported by relevant evidence in order to persuade</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Identifies and offers an effective recommendation(s)	<i>No recommendation(s) identified</i>	<i>One recommendation provided with no plan</i>	<i>One or more recommendations provided with supporting evidence and a plan developed</i>	<i>One or more feasible recommendations with a plan and necessary resources identified</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Summarizes the event topic, arguments, and recommendations	<i>No summary</i>	<i>Summary identifies only one of the requirements: topic, arguments, OR recommendations</i>	<i>Summary was effective identifying the event topic, arguments, AND recommendations</i>	<i>Summary provides a logical connection of all aspects of the event topic to entire presentation</i>	
	0 points	1-5 points	6-10 points	11-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Event Staffing | • Pricing for Events |
| • Management Skills for Successful Event Planners | • Designing and Executing the Event | • Event Planning Careers |
| • Legal Aspects of Event Planning | • Convention Management | • Supply Chain Management of an Event |
| | • Crowd Control at the Event | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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.
- A transcript showing grade level must be uploaded with registration by March 1, 2024

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 electronic devices such as cell phones and smart watches must be turned off.

2023–2024 New York State Competitive Events

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 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Introduction to Event Planning Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 planning / supply chain management	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 Organization | • FBLA Competitive Events | • FBLA Mission, Pledge, Creed, and Goals |
| • FBLA Bylaws | • FBLA National Publications | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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
- 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 19, 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 uploaded with registration by March 1, 2024

Recognition

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

Event Administration

- 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.
- Presentations are not open to conference attendees.
- All electronic devices such as cell phones and smart watches must be turned off.
- 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.

2023–2024 New York State Competitive Events

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.
- 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.

2023-2024 New York State Competitive Events

High School

Introduction to FBLA Creed Speaking Presentation Rating Sheet

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

2023–2024 New York State Competitive Events

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 | • Decimals | • Percentages |
| • Consumer Credit | • Discounts | |
| • Data Analysis and Probability | • Fractions | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

High School

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

Introduction to Information Technology provides members with the opportunity to demonstrate knowledge around introductory competencies 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 | • Word Processing | • E-mail and Electronic |
| • Computer Software | • Spreadsheets | Communication |
| • Operating Systems | • Presentation Software | • Internet Use |
| • Common Program Functions | • Networking Concepts | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Marketing Information, Research, and Planning | • Economics |
| • Selling and Merchandising | • Channels of Distribution | • Legal, Ethical, and Social Aspects of Marketing |
| • Promotion and Advertising Media | • E-commerce | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 19, 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).
- 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, 2024

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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Program URL due March 1, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Create a program that allows students at your school to calculate their grade point average. Use your school's grading scale to calculate both weighted and unweighted grade point averages.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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, 2024

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, 2024.
 - 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

2023–2024 New York State Competitive Events

High School

- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Introduction to Programming Prejudged Project Rating Sheet

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

2023–2024 New York State Competitive Events

High School

Introduction to Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Code Quality					
Appropriate use of comments, naming conventions, and proper formatting	<i>No commentary provided</i>	<i>Commentary provided but is not logical</i>	<i>Commentary provided assists the user throughout the demonstration</i>	<i>Commentary provided is logical, useful, and complete</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>Identifiers not used</i>	<i>Identifiers are used for programming elements but are incorrectly placed</i>	<i>Identifiers are used and are accurate in all instances</i>	<i>Identifiers exhibit an advanced knowledge of programming</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or program is not intuitive</i>	<i>Appropriate & clear instructions are provided</i>	<i>Program is intuitive and clear instructions are provided</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	<i>No help menu or navigation system incorporated</i>	<i>Includes basic help menu and usable navigation</i>	<i>Interface contains no spelling errors, has interactive help menu, and has no navigation errors</i>	<i>Program use also includes an intelligent feature such as an interactive Q&A</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	<i>Program does not address the topic/problem</i>	<i>Program addresses the topic/problem at a minimal level</i>	<i>Program fully addresses the topic/problem</i>	<i>Program fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program generates a presentable report	<i>Output reports are not accurate or not available</i>	<i>Output reports are not sufficient to analyze data</i>	<i>Output reports are error free and provide all necessary information to analyze data</i>	<i>Output reports allow user to customize and analyze information</i>	
	0 points	1-2 points	3-4 points	5 points	
Data storage is persistent	<i>Where data is stored is unclear</i>	<i>Where data is stored may not be secure</i>	<i>Data storage is clear, and storage is secure</i>	<i>Data storage includes dynamic backup feature</i>	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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

2023-2024 Topic

Develop and deliver a speech based on the following topic: What skills are essential to secure your first job?

District Elimination Event

A member may enter only one of these events and must place at the 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 in the District	# of Participants 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 22, 2023.
- 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.
- 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.

Event Administration

- All electronic devices such as cell phones and smart watches must be turned off.
- 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 at the SLC.

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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.

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.

2023–2024 New York State Competitive Events

High School

Introduction to Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Theme Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) Include accurate and appropriate supporting information	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Smooth transitions were effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Your marketing firm has been asked to present a social media strategy for the online summer fundraising event for your state FBLA chapter. This event is used to secure new donors and increase existing donor support. You are being asked to present your social media strategy to the state FBLA Board of Directors at their annual meeting.

Address the following in your social media strategy, focusing on ONE social media platform:

- A schedule of social media posts
- An example of a social media post
- A plan to develop awareness of the fundraising event and organization.

Do not create live accounts.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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, 2024

Recognition

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

Event Administration

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:

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- Laptop
- Tablet
- Mobile phone
- External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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.
 - Planned metrics to measure 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.

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.

2023–2024 New York State Competitive Events

High School

Introduction to Social Media Strategy Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent during the presentation</i>	<i>Demonstrates the topic throughout presentation</i>	<i>Final product follows the topic and indicates a clear thought process, well-formulated campaign & executive with a clear call-to-action</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrate knowledge of a social media marketing strategy and metrics throughout	<i>No knowledge demonstrated</i>	<i>Unclearly demonstrated knowledge of social media or metrics</i>	<i>Demonstrates knowledge of social media and metrics</i>	<i>Demonstrates knowledge of social media strategies and metrics with supporting evidence</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explains both the design and the development process</i>	<i>Expert industry explanation of both design and development process, is creative & appealing</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Methodology of platform decisions with messaging, content, engagement, and outreach strategies	<i>No explanation or description of methodology</i>	<i>Methodology described, but not all elements were explained</i>	<i>Methodology described, with all elements explained</i>	<i>Methodology and insight of all elements described using industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

NACE Connections: Career & Self-Development

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

Objective Test Competencies

- | | | |
|--|---|--|
| • Basic Keyboarding Terminology and Concepts | • Advanced Applications | • Grammar, Punctuation, Spelling, and Proofreading |
| • Related Application Knowledge | • Document Formatting Rules and Standards | • Printing |

Production Test Competencies

- | | | |
|-----------------------------------|-----------|--|
| • Production of Letters and Memos | • Tables | • Materials from Rough Draft and Unarranged Copy |
| • Resumes | • Reports | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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 uploaded with registration by March 1, 2024

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
- All electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Production Test
 - **Submission Deadline:** A PDF document containing all the tasks must be uploaded by March 28, 2024
 - 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 (www.fbla.org) can be used for the production test.

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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 the Competitive Event Guidelines.
- Competitors may be disqualified if they do not follow the Dress Code or are late for their event.

2023–2024 New York State Competitive Events

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, 2024

Presentation Time: 10-minute interview

Internet Access: Not provided

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

Equipment Provided by Competitors: Copy of resume and cover letter in a folder for all interview rounds

District Elimination Event

A member may enter only one of these events and must place at the 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 in the District	# of Participants 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 22, 2023.
- 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: prejudged, and presentation (interview)
- 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 at the SLC.

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- 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.
- Prejudged Materials
 - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded by March 1, 2024.
 - 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 work, work-based learning and 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.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - The prejudged materials are prejudged before the SLC.
- Presentation – The Interview
 - Presentations are not open to conference attendees.
 - Competitors must bring one hard copy of resume and cover letter in a folder onsite. Label folders with the competitor's name, state, and school. The competitor's name should be included on all pages of the resume and cover letter. No items can be left with the judges.
 - No additional materials can be brought to the interview outside of the resume and cover letter.

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 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.

2023–2024 New York State Competitive Events

High School

Job Interview Prejudged Materials Rating Sheet

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	
	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 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 sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, and volunteerism or experience information	No education, activities, volunteerism, experience information listed	Two sections included	Three sections included	Three or more sections support targeted job	
	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 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	1-6 points	7-8 points	9-10 points	
Prejudged Total (50 points)					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Job Interview Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned		
Demonstrates the ability to understand and respond to interview questions	<i>Does not answer questions</i>	<i>Answers are not relevant to questions asked</i>	<i>Answers are relevant to the questions asked</i>	<i>Answers are relevant and fully support knowledge of position/duties</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Relates previous experiences/activities with position's duties and skills necessary to succeed	<i>No evidence of previous experience/activities</i>	<i>One previous experience/activity mentioned but not related to position's duties or skills necessary for success</i>	<i>One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success</i>	<i>Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Possesses knowledge about the position and career field	<i>No evidence of position or career field knowledge</i>	<i>Has limited knowledge of the organization or understanding of the position</i>	<i>Comprehensive knowledge of the organization or understanding of the position demonstrated</i>	<i>Extensive knowledge of both the organization and career field demonstrated</i>			
	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	<i>No questions asked</i>	<i>Questions asked, but is not related to the organization or understanding of the position</i>	<i>Questions asked that are related to the organization or understanding of the position</i>	<i>Questions asked that are directly related to both the organization and understanding of the position</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Presentation Delivery							
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>			
	0 points	1-8 points	9-12 points	13-15 points			
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>			
	0 points	1-6 points	7-8 points	9-10 points			
Application Materials							
Student brought application materials to interview	<i>No materials were brought</i>		<i>Materials were brought</i>				
	0 points		5 points				
Add Prejudged Materials Score (maximum 50 points) – Preliminary Round only							
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):							
School:							
Judge Signature:					Date:		
Comments:							

2023–2024 New York State Competitive Events

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 | • Basic Journalism Principles |
| | • Law and Ethics | • History of Journalism |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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, 2024.
 - **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 (2023-24) 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 2023 State Leadership Conference to the end of the 2024 State Leadership Conference.
 - 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.
 - 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors must set up their presentation by themselves.

2023–2024 New York State Competitive Events

High School

- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Local Chapter Annual Business Report Prejudged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Include “State of the Chapter” remarks to current member by chapter president. Report on membership numbers and size of school and community.	<i>This section is missing in the report</i>	<i>Part of this information is missing</i>	<i>All the information is included and easy to find</i>	<i>All the information is included, easy to find, and additional school and/or community information is given</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program of Work	<i>Program of Work not included in report</i>		<i>Program of Work included in report</i>		
	0 points		10 points		
Report activities to benefit chapter and its members: <ul style="list-style-type: none"> • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity 	<i>This section is missing in the report</i>	<i>There is at least one activity listed in four of the components</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: <ul style="list-style-type: none"> • State & National Projects • Other community service projects 	<i>This section is missing in the report</i>	<i>There is at least one activity listed in one component</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Include conferences attended and recognition received: <ul style="list-style-type: none"> • Participation in FBLA conferences • Other chapter and individual recognitions earned • Competitive event winners and participation 	<i>This section is missing in the report</i>	<i>There is at least one activity listed in one component</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	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)	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
Report Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Local Chapter Annual Business Report Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describe chapter's program of work and summary of year's activities	<i>No evidence of chapter's program of work and summary of year's activities presented</i>	<i>Chapter's program of work and summary of year's activities explained briefly</i>	<i>Chapter's program of work and summary of year's activities clearly outlined</i>	<i>Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological and clearly explained</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit chapter and its members: <ul style="list-style-type: none"> • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity 	<i>No evidence of activities</i>	<i>There is at least one activity described in two of the components listed</i>	<i>There is at least one activity described in four of the components listed</i>	<i>There is at least one activity described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: <ul style="list-style-type: none"> • State & National Projects • Other community service projects 	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: <ul style="list-style-type: none"> • Participation in FBLA conferences • Other chapter and individual recognition earned • Competitive event winners and participation 	<i>No evidence of conferences attended, and recognition received</i>	<i>Described at least two activities in relation to conferences attended, and recognition received</i>	<i>Described at least three activities in relation to conferences attended, and recognition received</i>	<i>Described four or more activities in relation to conferences attended, and recognition received</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Promotion and Advertising Media | • Economics |
| • Channels of Distribution | • Marketing Information, Research, and Planning | • Selling and Merchandising |
| • Legal, Ethical, and Social Aspects of Marketing | • E-Commerce | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.
- 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.

2023–2024 New York State Competitive Events

High School

- 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 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Marketing Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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, & social marketing aspects / e-commerce	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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: Video URL due March 1, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for preliminary round presentation; Internet access, table, power, projector & screen for final round presentation

2023-2024 Topic

Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase any of the following: their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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 app must be uploaded by March 1, 2024.
 - 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

2023–2024 New York State Competitive Events

High School

- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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:
 - Design and Code Quality: Explain the design and implementation of the application.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Mobile Application Development Prejudged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Application Readability					
Packaged with complete file, readme, and instructions	<i>Incomplete package</i>	<i>All elements of package are included</i>	<i>All elements of package are included, clearly labeled, and functional</i>	<i>Packaging is clear to the point that even though instructions are included, they are unnecessary</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Application functionality	<i>Application does not launch</i>	<i>Application launches</i>	<i>Application launches in appropriate IDE (Xcode, Eclipse, Visual Studio)</i>	<i>Application appears to be compatible with more than one platform when launched</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Documentation and copyright compliance	<i>Documentation and copyright information not addressed or addressed incorrectly</i>		<i>Documentation addressed and substantiated compliance to copyright regulations using visual representation</i>		
	0 points		10 points		
Application Design					
Application addresses the topic/problem	<i>Application does not address the topic/problem</i>	<i>Application addresses the topic/problem at a minimal level</i>	<i>Application fully addresses the topic/problem</i>	<i>Application fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-14 points	15-21 points	22-30 points	
Navigation	<i>App navigation is unclear</i>	<i>App navigation contains errors</i>	<i>App navigation is clear and contains no more than one error</i>	<i>App navigation is error free and can be used without instruction</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Code	<i>Code is incorrectly written</i>	<i>Code has 3 or more errors</i>	<i>Code is error free and commented appropriately</i>	<i>Code is error free, commented, and written in a consistent language</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Icon and graphics	<i>App does not have a custom icon or graphics</i>	<i>App has a basic custom icon and graphics</i>	<i>App has an icon that tells something about the app</i>	<i>App has an icon that tells something about the app and is integrated into app graphics</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Social media	<i>Social Media is not incorporated</i>	<i>One social media platform is incorporated</i>	<i>Two or more social media platforms are incorporated</i>	<i>App is integrated to work directly with at least one social media application</i>	
	0 points	1-14 points	15-21 points	22-30 points	
Bugs	<i>App has multiple bugs that impair use</i>	<i>App has bugs that do not impair use</i>	<i>App is bug free and operates without errors</i>	<i>App is bug free and offers a bug reporting system should a user later discover a bug</i>	
	0 points	1-14 points	15-21 points	22-30 points	
Penalty Points (5 points for each instance of guidelines not being followed)					
Project Total (200 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Mobile Application Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	<i>No explanation or description of the planning process</i>	<i>Explains the process but does not share tangible planning documents</i>	<i>Explains the process and shares tangible planning documents</i>	<i>Explains process using industry terminology and displays tangible planning documents</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>No use of classes, modules, or components</i>	<i>Use of classes, modules, and/or components</i>	<i>Appropriate use of classes, modules, and/or components</i>	<i>Expert use of classes, modules, and/or components</i>	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	<i>No use of architectural patterns</i>	<i>Unclear use of architectural patterns</i>	<i>Appropriate use of architectural patterns</i>	<i>Expert use of architectural patterns</i>	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Users can easily navigate between pages	<i>App navigation is unclear</i>	<i>App navigation contains errors</i>	<i>App navigation is clear and contains no more than one error</i>	<i>App navigation is error free and can be used without instruction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or app is not intuitive</i>	<i>Appropriate & clear instructions are provided</i>	<i>App is intuitive and clear instructions are provided</i>	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	<i>App does not have a custom icon or graphics</i>	<i>App has a basic custom icon and graphics</i>	<i>App has an icon that tells something about the app</i>	<i>App has an icon that tells something about the app and is integrated into app graphics</i>	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
Application Functionality					
Program addresses all parts of the prompt	<i>Application does not address the topic/problem</i>	<i>Application addresses the topic/problem at a minimal level</i>	<i>Application fully addresses the topic/problem</i>	<i>Application fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	<i>Social media is not incorporated</i>	<i>One social media platform is incorporated</i>	<i>Two or more social media platforms are incorporated</i>	<i>App is integrated to work directly with at least one social media application</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Documentation and copyright compliance	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					
Comments:					
					Date:

2023–2024 New York State Competitive Events

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 | • Network Administrator Function | • Backup and Disaster Recovery |
| • Problem Solving/Troubleshooting | • Configuration of Internet Resources | • Configuration Network Resources & Services |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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 electronic devices such as cell phones and smart watches must be turned off.
- 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.

2023–2024 New York State Competitive Events

High School

- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario that includes an analysis of a computing environment situation 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Network Design Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 networks / services	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

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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 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Levels of Leadership | • Managing Conflict |
| • Leadership Managerial Roles | • Leadership Theory | • Leadership and Team Decision Making |
| • Leadership Behavior and Motivation | • Traits of Effective Leaders | • Organizational Politics |
| • Networking | • Personality Profile of Effective Leaders | • Charismatic and Transformational Leadership |
| • Communication Skills | • Leadership attitudes | • Stewardship and Servant Leadership |
| • Leader/Follower Relations | • Ethical Leadership | • Leadership in a Diverse Setting |
| • Team Leadership and Self-Managed Teams | • Relationship Between Power, Politics, Networking, and Negotiation | |
| • Strategic Leadership for Managing Crises and Change | • Coaching | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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

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High School

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

High School

Outstanding New Chapter – New York State–Only Event – Not a National Event

The 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, 2024

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 2024.
- 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, 2024. 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.
 - 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.
 - 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.
 - 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.

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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 and a verified report must be submitted along with a chapter roster indicating which students were in attendance at each

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meeting.

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 March of Dimes.
- 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

5 points each	<ul style="list-style-type: none"> • School newspaper release, school district newsletter article or school website • Local (community newspaper release • FBLA district newsletter
10 points each	<ul style="list-style-type: none"> • State FBLA Newsletter (<i>The FBLA Express</i>) • Radio program in which the members participated
20 points	<ul style="list-style-type: none"> • Television cable or commercial program that is aired in which the members participated.
10 points	<ul style="list-style-type: none"> • 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:
 - American Enterprise Project
 - Local Chapter Annual Report
 - Chapter Business Display
 - Partnership with Business Project
 - Community Service Project

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- 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 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 50 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.
- Two (2) points are awarded for each member who attends the Institute for Leaders. Documentation must be submitted to verify attendance. A maximum of five (5) participants may be counted.
- Twenty (20) 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 50 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.

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Outstanding New Chapter Rating Sheet

Expectation Item	Point Value	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Claimed*	Points Awarded
29. Membership	0, or 5	0 points					
30. Official FBLA Equipment	0 or 5	0 points					
31. Induction Ceremony for New Members	0, 10, or 15	0 points					
32. Installation of Chapter Officers	0 or 15	0 points					
33. Chapter Planning	0, 5, 10, or 15	0 points					
34. Chapter Meetings	0 to 80	0 points	1-30 points	31-60 points	61-80 points		
35. Social Activities	0 to 10	0 points	1-3 points	4-7 points	8-10 points		
36. Civic/Community Activities	0 to 80	0 points	1-30 points	31-60 points	61-80 points		
37. School Service Activities	0 to 30	0 points	1-10 points	11-20 points	21-30 points		
38. Fundraising Projects	0 to 30	0 points	1-10 points	11-20 points	21-30 points		
39. Publicity	0 to 50	0 points	1-16 points	17-33 points	34-50 points		
40. Talks or Demonstrations Before Groups	0 to 40	0 points	1-15 points	16-30 points	31-40 points		
41. Attendance at District Meetings	0, 15, or 30	0 points					
42. Attendance at State Leadership Conference	0 or 25	0 points					
43. Participation in Competitive Events at SLC	0 to 60	0 points	1-20 points	21-40 points	41-60 points		
44. Winners of SLC Competitive Events	0 to 50	0 points					
45. State Officers	0 to 45	0 points					
46. Attendance at National Leadership Conference	0 to 50	0 points					
47. Winners of NLC Competitive Events	0 to 45	0 points					
48. NYS Program of Work	0 to 50	0 points					
49. Support of NYS FBLA Foundation	0 to 20	0 points					
50. Outstanding Activity of the Year	0 to 40	0 points	1-15 points	16-30 points	31-40 points		
Total (Maximum possible is 400 points)							

*This column is to be filled in by the chapter

Name(s):		
School:		
Judge Signature:		Date:

Comments:

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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, 2024

Presentation Time: 7-minute presentation

Internet Access: Not provided

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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 only compete in a maximum of two events.
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- 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.
- Each competitor must compete in all parts of an event for award eligibility.
- A transcript showing grade level must be uploaded with registration by March 1, 2024

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, and presentation (interview)
- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the final round.
- Presentations are not open to conference attendees.
- Prejudged Materials
 - **Submission Deadline:** A PDF of the report must be uploaded to the NYS website by March 1, 2024.
 - 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 form & 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.
 - 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 schools will advance to the SLC final round.

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- 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 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.
- 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.

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Outstanding New FBLA Member (9th & 10th Grade) Presentation Rating Sheet

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 by 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, Answers to the Following 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 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):					
School:					
Judge Signature:					Date:
Comments:					

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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 submit a State Officer Application, pass the State Officer Exam at the SDM, and meet 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 the Spring District Meeting (SDM) with winners announced at SLC.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 22, 2023.
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

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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: 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 the 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 22, 2023.
- 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.
- 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 electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - This event has an objective test administered at the SDM.
 - No reference or study materials may be brought to the testing site.
 - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
 - 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.

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- Parliamentary procedure reference materials may be used during the preparation period but not during the presentation itself. The following items may be taken into the prep and presentation room: a copy of the role play, the treasurer's report, and a copy of the minutes from a preceding meeting.
- 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 – main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly – must be demonstrated during the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the presentation.
- All team members are expected to actively participate in the role play.
- 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.
- Competitors may be disqualified if they do not follow the Dress Code or are late for their event for objective test.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event for performance.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

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Parliamentary Procedure Role Play Presentation Rating Sheet

Motions Classification	Comments	Not Completed	Completed	Completed & Correct	Points Earned
Main Motion		0 points	1-5 points	6-10 points	
Subsidiary Motion		0 points	1-5 points	6-10 points	
Privileged Motion		0 points	1-5 points	6-10 points	
Incidental Motion		0 points	1-5 points	6-10 points	
Bring Again Motion		0 points	1-5 points	6-10 points	
Business of Meeting					
Problem Addressed		0 points	1-5 points	6-10 points	
Proper Use of Parliamentary Terms		0 points	1-5 points	6-10 points	
Voices projected and Expressions Clear		0 points	1-5 points	6-10 points	
Presiding Official Remained Impartial		0 points	1-5 points	6-10 points	
Members took initiative in meeting		0 points	1-5 points	6-10 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):					
School:					
Judge Signature:					Date:
Comments					

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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, 2024

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

Internet Access: Not provided

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table for presentation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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.
- 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, 2024.
 - **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 (2023-24) 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 2023 State Leadership Conference to the end of the 2024 State Leadership Conference.

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- 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 schools will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Competitors must set up their presentation by themselves.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the judges' table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Partnership with Business Project Prejudged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Goals Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>Partnership goals are listed but not well defined</i>	<i>Project has specific partnership goals</i>	<i>Project has quantitatively defined goals and indicate future activities or steps that could be taken to further the work started</i>	
	0 points	1-2 points	3-4 points	5 points	
Roles & Responsibilities Explain the responsibilities of the business and chapter leaders	<i>Roles & responsibilities were not explained or included</i>	<i>Roles & responsibilities of business & chapter leaders along with their degree of involvement was included but not explained in detail</i>	<i>Roles & responsibilities of business & chapter leaders along with their degree of involvement was included and explained</i>	<i>Roles & responsibilities of business & chapter leaders along with their degree of involvement was included, explained and evident throughout the entire project</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Planning, Development, and Implementation Describe planning, development, and implementation of project	<i>Planning is not evident or included</i>	<i>Planning explanation is not clearly described</i>	<i>Planning activities/steps are clearly described</i>	<i>Planning activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Development is not evident or included</i>	<i>Development explanation is not clearly described</i>	<i>Development activities/steps are clearly described</i>	<i>Development activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Implementation is not evident or included</i>	<i>Implementation explanation is not clearly described</i>	<i>Implementation activities/steps are clearly described</i>	<i>Implementation activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Publicity Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity included in the report without evidence</i>	<i>Information about publicity included in the report with evidence</i>	<i>Information about multiple examples of publicity included in the report with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Outcomes Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluation Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Report shows partial evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Report is arranged in the correct order and length according to the guidelines	<i>Missing one or more sections and/or does not follow rating sheet or exceeds the limit of 17 pages total</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet and page limits</i>	<i>Presented in the correct order with clear written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design of the report	<i>Report is not formatted</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Consistent formatting throughout including advanced skills such as full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
Report Total (100 points)					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Partnership with Business Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Goals Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>1-2 partnership goals involving a business and FBLA chapter that are not well defined</i>	<i>3-4 partnership goals involving a business and FBLA chapter that are well defined</i>	<i>5 or more partnership goals involving FBLA chapter and a business that are well defined</i>	
	0 points	1-2 points	3-4 points	5 points	
Roles & Responsibilities Explain the responsibilities of the business and chapter leaders	<i>No leadership roles explained</i>	<i>Unclearly explains or is missing the roles & responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains roles & responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains the roles & responsibilities of the business and chapter leaders showing continuous involvement throughout entire project</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Planning, Development, and Implementation Describe planning, development, and implementation of project	<i>Planning, development, and implementation process not explained</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process.</i>	<i>Clearly explains planning, development, implementation process including rationale with evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Publicity Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity without evidence</i>	<i>Information about publicity with evidence</i>	<i>Multiple examples of publicity with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Outcomes Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Evaluation Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Evaluations provide unclear impact on the chapter, business, and community</i>	<i>Thorough evaluations and its impact on the chapter, business, and community</i>	<i>Thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Managing Budgets and Finance (Planning and Money Management) | • Buying Goods and Services |
| • Earning a Living (Income, Taxes) | • Saving and Investing | • Banking and Insurance |
| | | • Credit and Debt |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Electoral Systems & Presidential Elections | • Public Opinion & Culture |
| • History & Role of Political Science | • The Powers & Elections of Congress | • Political Science Law |
| • Civil Liberties & Civil Rights in Political Science | • Federal Judicial System | • Public & Social Policy |
| • Forms of Government & Legislatures | • Federal Bureaucracy | • Government Fiscal Policy |
| | • Mass Media & Politics | • Government Foreign & Defense Policies |
| | | • International Relations Concepts |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.

2023–2024 New York State Competitive Events

High School

- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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 use previously published video clips in the videos submitted for competitions.

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 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.

2023–2024 New York State Competitive Events

High School

Public Service Announcement Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Learning Objective Demonstrates understanding of the topic and creates an objective for the intended audience	<i>No understanding of event topic OR incorrect topic used, and no objective created</i>	<i>Unclear understanding of the topic with or without a learning objective</i>	<i>Clear understanding of the topic with a learning objective</i>	<i>Expert understanding of the topic with a learning objective for the intended audience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Research Explain the major findings from the topic research	<i>No explanation of research or findings</i>	<i>Unclearly explains findings from topic research</i>	<i>Clearly explains findings from topic research</i>	<i>Clearly explains the finding from topic research with provided evidence for support</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Script Describe the design development and script writing process	<i>No description of design development and script writing</i>	<i>Unclearly describes the design development and the script writing process</i>	<i>Clearly describes the design development and script writing process</i>	<i>Clearly describes the design development and the script writing process with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Techniques Explain video and audio techniques used to create the PSA	<i>No explanation of use or implementation of audio or video</i>	<i>1-2 techniques used to create the PSA</i>	<i>3-4 techniques used to create the PSA and described</i>	<i>5 or more techniques used to create the PSA and described using expert terminology</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Equipment & Software Explain at least 3 types of equipment and/or software used to create PSA	<i>No explanation of equipment and software</i>	<i>1 forms of equipment or software utilized to create the PSA</i>	<i>2 forms of equipment or software utilized to create PSA</i>	<i>3 or more forms of equipment or software were used to create the PSA and described using expert terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright/Sources Copyright and source information is noted and documented, and video content is original	<i>Copyright and source information not addressed or addressed incorrectly AND video content is not original</i>	<i>Material violates copyright guidelines; sources are not addressed OR video content is not original</i>	<i>Copyright and source information is documented, and video content is original</i>	<i>Copyright compliance and source information is documented using visual representation, and video content is original</i>	
	0 points	1-6 points	7-8 points	9-10 points	
PSA Video Presentation	<i>PSA is not shown during the presentation</i>		<i>PSA is shown during the presentation</i>		
	0 points		5 points		
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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

2023-2024 Topic

Develop and deliver a speech based on the following topic: Based on the legal and ethical implications of cybercrime, what can be done to help combat cybercrime?

District Elimination Event

A member may enter only one of these events and must place at the 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 in the District	# of Participants 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 22, 2023.
- 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

- 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 at the SLC.
- All electronic devices such as cell phones and smart watches must be turned off.
- Presentations are not open to conference attendees.

2023–2024 New York State Competitive Events

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.

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.

2023–2024 New York State Competitive Events

High School

Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Theme Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) Include accurate and appropriate supporting information such as research	<i>Speech did not include supporting information</i>	<i>Speaker included one example of supporting information</i>	<i>Speaker included two examples of supporting information</i>	<i>Speaker included three or more examples of supporting information</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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)

Internet Access: Not Provided

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Table for presentation

Note: This event is an interactive presentation with judges.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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.

2023–2024 New York State Competitive Events

High School

- 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.

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.

2023-2024 New York State Competitive Events

High School

Sales Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presents appropriate greeting	<i>No introduction was presented</i>	<i>The conversation began, but the customer (judge) had to start the presentation</i>	<i>The conversation was initiated by the competitor(s)</i>	<i>Competitor(s) is creative in their introduction and led to a seamless transition into needs determination</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Able to determine needs	<i>No questions were utilized to determine needs</i>	<i>Competitor(s) ask questions, but specific needs are not determined</i>	<i>Competitor(s) use questions to determine the needs of the customer (judge)</i>	<i>Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presenting the product or service	<i>No product/service was presented</i>	<i>Competitor(s) was unable to create interest in the product/service or the features</i>	<i>Competitor(s) was able to create interest in the product/service through knowledge of its features</i>	<i>Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Able to overcome objections	<i>Objections were not addressed or overcome</i>	<i>One objection was overcome</i>	<i>2-3 objections were overcome</i>	<i>All objections were overcome, and sale resulted</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates suggestion selling	<i>No additional items were offered</i>	<i>Additional items were suggested, but did not relate to the product/service</i>	<i>Additional items were suggested that relate to the product/service</i>	<i>Additional items were suggested that relate to product/service and enhance the sale</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Able to close the sale	<i>Sale was not suggested</i>	<i>Competitor(s) asks for the sale but not all objections were addressed</i>	<i>Competitor(s) asks for the sale and there is little apprehension in agreeing</i>	<i>Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to develop relationship	<i>No follow up was mentioned</i>	<i>Non-effective follow up was mentioned</i>	<i>Sale was finalized and interest in product/service was established</i>	<i>Relationship was established resulting in customer (judge) loyalty</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Stock Market | • Derivatives |
| • Investments Wrappers, Taxation, and Trusts | • Stocks Versus Other Investments | • Financial Services Regulation |
| • Investment Product and Funds | • Mutual Funds | |
| | • Basics of Bonds | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

Your marketing firm has been asked to create a social media campaign for your local animal shelter to promote adoptions.

Address the following in your social media strategy:

- A schedule of social media posts
- Three examples of social media posts on multiple platforms
- Promotional plan of the campaign
- A plan to develop awareness of the animal shelter.

Do not create live accounts without permission from the animal shelter.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

2023–2024 New York State Competitive Events

High School

- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- 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.

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.

2023–2024 New York State Competitive Events

High School

Social Media Strategies Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Develops a social media campaign that effectively addresses the topic for the target audience	<i>Did not explain the campaign</i>	<i>Provided an unclear explanation of the social media campaign, topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of social media strategies and metrics throughout	<i>No knowledge demonstrated</i>	<i>Unclearly demonstrated knowledge of social media or metrics</i>	<i>Demonstrates knowledge of social media and metrics</i>	<i>Demonstrates knowledge of social media strategies and metrics with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe the research, methodology, design, and development used to create social media strategies	<i>Research and methodology not described</i>	<i>Unclearly describes the research and methodology used to create strategies</i>	<i>Clearly describes research and methodology used to create social media strategies</i>	<i>Clearly describes the research and methodology used to create social media strategies with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Design and development process not described</i>	<i>Unclearly describes the design and development process</i>	<i>Clearly describes design and development process</i>	<i>Clearly describes the design and development with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms	<i>Does not present social media strategies</i>	<i>Unclearly describes the social media strategies</i>	<i>Clearly describes social media strategies used to create a clear call-to-action</i>	<i>Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not include three social media posts on multiple platforms</i>	<i>Included three social media posts but not on multiple platforms</i>	<i>Included three social media posts on multiple platforms</i>	<i>Included more than three social media posts on multiple platforms with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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 | • Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events | • Marketing/Management Information Technology and Research |
| • Facility and Event Management | • Sports Law | • Leadership and Managing Groups and Teams in the Sports and Entertainment Industry |
| • Human Resource Management (Labor Relations) | • Communication in Sports and Entertainment (Media) | • Management Strategies and Strategic Planning Tools |
| • Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry | • Ethics | • Basic Functions of Management |
| • Financing and Economic Input | • Licensing | |
| | • Sports Governance | |
| | • Careers | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Management
 - Entrepreneurship
 - 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.

2023–2024 New York State Competitive Events

High School

Event Administration

- This event is two parts: objective test and role play
- All electronic devices such as cell phones and smart watches must be turned off.
- 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 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.
 - 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

- 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.
- 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.

2023–2024 New York State Competitive Events

High School

Sports & Entertainment Management Role Play Presentation Rating Sheet

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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	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 resources, careers	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

NACE Connections: Career & Self-Development

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

Competencies

- | | | |
|---------------------------------|-----------------------------------|----------------------------|
| • Formulas | • Pivot Tables and Advanced Tools | • Format and Print Options |
| • Functions | • Macros and Templates | • Purpose for Spreadsheets |
| • Graphics, Charts, and Reports | • Filters and Extraction of Data | |

Production Test Competencies

- | | | |
|-------------------------------|---|---------------------------|
| • Basic Mathematical Concepts | • Functions | • Pivot Tables |
| • Data Organization Concepts | • Generate Graphs (for analysis purposes) | • Create Macros |
| • Creating Formulas | | • Filter and Extract Data |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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

- This event has two parts: objective test and production test
- All electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Production Test
 - **Submission Deadline:** A PDF document containing all the tasks must be uploaded by March 28, 2024
 - 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 (www.fbla.org) can be used for the production test.

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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 the Competitive Event Guidelines.
- Competitors may be disqualified if they do not follow the Dress Code or are late for their event.

2023–2024 New York State Competitive Events

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 | • Product Portfolio Management | Products, Services, and Information |
| • Supply Chain Topics | • Improving Supply Chain Network Performance | • Supply Chain Management Contemporary Issues |
| • Characteristics for Successful Supply Chain Managers | • Production Planning and Control | • Channels of Distribution |
| • Supply Chain Planning and Design | • Supply Chain Coordination and Decision Making for the Flow of | |
| • Supply Chain Process | | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 | • Mobile and Desktop Responsive | • Accommodations for Special Needs and Related Laws |
| • Ease of Navigation and Readability | • Web Design | • Careers in UX/UI Design |
| • Role of UX Design | • UX Design Process | • Copyright, Creative Commons, and Fair Use |
| | • Color Scheme | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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).
- 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.

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 the Competitive Event Guidelines, do not follow Dress Code, or are late for the event.

2023–2024 New York State Competitive Events

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 are 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

Internet Access: Not Provided

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Table for presentation

2023-2024 Topic

Design a storefront display for a local business' holiday promotion. Include pictures or sketches of a window, door, and sidewalk display highlighting the promotion for the business.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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, 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

- 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.
- Presentations are not open to conference attendees.
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects:

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- 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.

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.

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Visual Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	<i>Materials not described and/or one or more elements are missing or incomplete</i>	<i>Event topic and at least one of the materials described</i>	<i>Event topic and all materials described</i>	<i>All materials and event topic described, and the competitor(s) connect the different pieces together</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	<i>Does not create interest or desire for the design</i>	<i>Describes two or more features of the design that would assist in selling the product</i>	<i>Describes four or more features of the design that would assist in selling the product</i>	<i>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</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	<i>Consistence in graphic design to theme not addressed</i>	<i>Explains how graphic design is consistent with theme</i>	<i>Demonstrates with visual aids the consistency between graphic design and theme</i>	<i>Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

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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: Video URL due March 1, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Internet access and table for presentation

2023-2024 Topic

A business has approached your team and asked you to develop a website that advertises their open positions. The website must showcase your coding and creative design skills. Your website must include the following:

- A page including information about benefits and/or reasons to work at the company.
- A page including at least three different job openings at the company.
- An online job application form that allows applicants to apply for jobs at the company.

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 19, 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, 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 website must be uploaded by March 1, 2024.
 - 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 schools will advance to the SLC final round.

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- Presentation
 - Presentations are not open to conference attendees.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
 - 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 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.
- 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.

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High School

Website Coding & Development Prejudged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability					
Website usability and navigation	Website is not usable	Website usable but does not follow event guidelines	Website usable and meets all guidelines	Website contains more features than what 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 developed	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 of production skill	No evidence of website production skill demonstrated	Website is designed using limited features	Website contains use of multiple technologies	Website contains advanced features	
	0 points	1-7 points	8-14 points	15-20 points	
Grammar, spelling, and punctuation	Website contains grammar or spelling errors	Website contains 3 or less spelling or grammar errors	Website contains 1 grammar and no spelling errors	Website is grammar and spelling error free	
	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 points		20 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	1-3 points	4-7 points	8-10 points	
Site interactivity functions and is error free	Site contains errors that prevent the execution	Site contains errors that did not prevent execution	Site is error free	Site is error free and logically organized	
	0 points	1-7 points	8-14 points	15-20 points	
Site has e-commerce technology	No e-commerce technology demonstrated	E-commerce technology demonstrated	E-commerce technology functional (does not have to be activated)	E-commerce technology functional with advanced features (does not have to be activated)	
	0 points	1-7 points	8-14 points	15-20 points	
Additional technology is used appropriately	No additional technologies are used	Attempt of additional technology evident, but does not function	At least one additional technology added and functions	Multiple technologies added and function appropriately	
	0 points	1-3 points	4-7 points	8-10 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 guidelines not being followed)					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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High School

Website Coding & Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Coding: Style	Code spacing is not available. Style sheets and scripts are not used.	Script & style sheets are used, but not separated. Code includes some comments.	Appropriately uses files and separates all languages.	Code spacing is well thought out.	
	0 points	1-9 points	10-16 points	17-20 points	
Website Usability: Website usability and navigation	Website is not usable	Website usable but does not follow event guidelines	Website usable and meets all guidelines	Website contains more features than what is required in the guidelines	
	0 points	1-9 points	10-16 points	17-20 points	
Website Usability: Color/contrast, background, 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	1-6 points	7-8 points	9-10 points	
Website Usability: 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	1-6 points	7-8 points	9-10 points	
Website Content: Fully addresses 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	1-6 points	7-8 points	9-10 points	
Website Content: Site contains multiple elements providing evidence of coding skills	No evidence of website coding skill demonstrated	Website is designed using limited features	Website contains use of multiple coding skills	Website contains advanced coding skills	
	0 points	1-9 points	10-16 points	17-20 points	
Website Content: Grammar, spelling, and punctuation	Website contains grammar or spelling errors	Website contains 3 or less spelling or grammar errors	Website contains one grammar and no spelling errors	Website is free of grammar and spelling errors	
	0 points	1-6 points	7-8 points	9-10 points	
Website Content: 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	
Project Evaluation: Website is compatible with multiple platforms	Website is not compatible with any platforms	Website is only compatible with one platform	Website opens appropriately on at least 2 platforms	Website opens appropriately on more than 2 platforms	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Website interactivity functions and is error free	Website interactivity contains errors that prevent the execution	Website interactivity contains errors that did not prevent execution	Website interactivity is error free	Website interactivity is error free and enhances the experience for the user	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: 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	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
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)					
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 (200 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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, 2024

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

Internet Access: Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)

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

Equipment Provided by Competitors: Technology/presentation items for presentation

Equipment Provided by FBLA: Internet access and table for presentation

2023–2024 Topic

A local non-profit organization will hold a gala in the next 90 days to help raise funds to support their mission. You have been asked to design a website that promotes the benefits of partnering with them and the upcoming gala.

The website should include the following elements:

- Navigation menu
- A header that promotes the non-profit organization and its activities
- A sub-section highlighting the gala and relevant information.
- An online form page to donate to the non-profit organization.
- An online form page to register for the gala.

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 19, 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, 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 website must be uploaded by March 1, 2024.
 - Project Specifics
 - 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.

2023–2024 New York State Competitive Events

High School

- 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 schools will advance to the SLC final round.
- 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.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - 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.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - 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 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.
- 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.

2023–2024 New York State Competitive Events

High School

Website Design Prejudged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability					
Website usability and navigation	<i>Website is not usable</i>	<i>Website usable but not submitted according to event guidelines</i>	<i>Website usable and meets all guidelines</i>	<i>Website contains features in addition to is required in the guidelines</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Color/contrast, backgrounds, and font are appropriate for the topic	<i>No design principles applied</i>	<i>Color/contrast, font, or design choice is distracting</i>	<i>Color/contrast, font, and design choice are appropriate for the concept/topic</i>	<i>Color/contrast, font, and design choice enhance the experience for the user</i>	
	0 points	1-3 points	4-7 points	8-10 points	
Graphics appropriate for topic	<i>No graphic design principles applied</i>	<i>Graphics are distracting</i>	<i>Graphics are appropriate for the concept/topic</i>	<i>Graphics enhance the experience for the user</i>	
	0 points	1-3 points	4-7 points	8-10 points	
Site Content					
Fully address the topic	<i>Topic is not followed</i>	<i>Topic is not fully addressed</i>	<i>Topic is fully addressed</i>	<i>User with no knowledge of the topic can identify based on site</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Site contains multiple elements providing evidence of production skill	<i>No evidence of website production skill demonstrated</i>	<i>Website is designed using limited features</i>	<i>Website contains use of multiple technologies</i>	<i>Website contains advanced features</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Grammar, spelling, and punctuation	<i>Site contains grammar or spelling errors</i>	<i>Site contains 3 or less spelling or grammar errors</i>	<i>Site contains 1 grammar and no spelling errors</i>	<i>Site is free of grammar and spelling errors</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Site documentation and copyright compliance	<i>Documentation and copyright information not addressed or addressed incorrectly</i>		<i>Documentation addressed and substantiated compliance to copyright regulations using visual representation</i>		
	0 points		20 points		
Project Evaluation					
Site is compatible with multiple platforms	<i>Site is not compatible with any platforms</i>	<i>Site is only compatible with one platform</i>	<i>Site opens appropriately on at least 2 platforms</i>	<i>Site opens appropriately on more than 2 platforms</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Site interactivity functions and is error free	<i>Site interactivity contains errors that prevent the execution</i>	<i>Site interactivity contains errors that did not prevent execution</i>	<i>Site interactivity is error free</i>	<i>Site interactivity is error free and enhances the experience for the user</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Website elements are consistent across all pages	<i>Only one page is presented</i>	<i>Pages are not consistent</i>	<i>Pages are consistent</i>	<i>Pages are consistent and elements enhance the experience for the user</i>	
	0 points	1-7 points	8-14 points	15-20 points	
Penalty Points (5 points for each instance of guidelines not being followed)					
Project Total (180 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

High School

Website Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation Describe planning, development, and implementation of project	<i>No planning, development, and implementation process described</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process</i>	<i>Clearly explains the planning, development, and implementation process including rationale with evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Website Features Demonstrate the required elements of the project as stated in guidelines	<i>Website is not on topic or does not include required elements</i>	<i>Website is on topic, includes some the required elements</i>	<i>Website presented is on topic, includes all the required elements</i>	<i>Website presented is on topic, includes required elements and more</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Website UX Design Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design	<i>Does not include appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Website includes some appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Includes appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Website Content: Grammar, spelling, and punctuation	<i>Website contains grammar or spelling errors</i>	<i>Website contains 3 or less spelling or grammar errors</i>	<i>Website contains one grammar and no spelling errors</i>	<i>Website is free of grammar and spelling errors</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Content: Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	<i>Website is not compatible with any platforms</i>	<i>Website is only compatible with one platform</i>	<i>Website opens appropriately on at least 2 platforms</i>	<i>Website opens appropriately on more than 2 platforms</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	<i>Website interactivity contains errors that prevent the execution</i>	<i>Website interactivity contains errors that did not prevent execution</i>	<i>Website interactivity is error free</i>	<i>Website interactivity is error free and enhances the experience for the user</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	<i>Only one page is presented</i>	<i>Pages are not consistent</i>	<i>Pages are consistent</i>	<i>Pages are consistent and elements enhance the experience for the user</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	<i>Planned measure of metrics not described</i>	<i>Planned measure of metrics unclearly addressed</i>	<i>Planned measure of website metrics clearly addressed</i>	<i>Planned measure of website advanced metrics addressed and enhanced by use of industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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):					
School:					
Judge Signature:					Date:
Comments:					

2023–2024 New York State Competitive Events

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

Production Test Time: 60 minutes, due March 28, 2024

NACE Connections: Career & Self-Development

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

Objective Test Competencies

- | | | |
|--|---|--|
| • Basic Keyboarding Terminology and Concepts | • Advanced Applications | • Grammar, Punctuation, Spelling, and Proofreading |
| • Related Application Knowledge | • Document Formatting Rules and Standards | • Printing |

Production Test Competencies

- | | | |
|---|-----------------------------------|--|
| • Production of All Types of Business Forms | • Memos | • Materials (from rough draft and unarranged copy) |
| • Letters and Mail Merge | • Tables | • Email messages |
| | • Reports (including statistical) | |

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 19, 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

- This event has two parts: objective test and production test
- All electronic devices such as cell phones and smart watches must be turned off.
- Objective Test
 - 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 electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Production Test
 - **Submission Deadline:** A PDF document containing all the tasks must be uploaded by March 28, 2024
 - 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 (www.fbla.org) can be used for the production test.

2023–2024 New York State Competitive Events

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 the Competitive Event Guidelines.
- Competitors may be disqualified if they do not follow the Dress Code or are late for their event.