



Career Development Committee

Ebuka Emelumadu, Chair
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| Committee Goals | Competition | Description |
|--|-------------------------|--|
| Chapter Challenge | | |
| <p>Encourage FBLA members to be their own entrepreneurs by utilizing teamwork and creativity to build their own business.</p> | <p>Build A Business</p> | <p>In the Build A Business challenge, chapters will develop a startup business concept. Submissions must be on a slide show of up to 10 slides. The business concept must include a business name, logo, tagline, product or service description, pricing strategy, and defined target market. Teams must explain the inspiration behind their idea, how they collaborated, and their goals for the company.</p> |
| Individual Challenge | | |
| <p>Help members prepare for real-world job searches by building their digital presence and professional image.</p> | <p>Career Link</p> | <p>In the Career Link challenge, individual members will create a personal branding portfolio to showcase career readiness and professional identity. Each submission must include a custom-designed professional social media profile (e.g., Facebook, Instagram, LinkedIn), a business card mock-up with a logo and tagline, and a 100-word biography written in first person. The social media page should NOT be live; participants submit a template of what their professional social media page would look like.</p> |
| <p>Inspire intentional goal setting, reflection, and personal growth in career planning.</p> | <p>Dear Future Me</p> | <p>In the Dear Future Me challenge, individual members will write a heartfelt letter (up to 250 words) to their future selves. Letters must include their dream career, personal values, goals, a step-by-step plan to complete their goals (of up to five steps), and a motivational message.</p> |
| <p>Participants will receive a ribbon at the State Leadership Conference for completing each challenge.</p> | | |
| <p>By completing all three (3) challenges, the member will receive the Super Ribbon for the Career Development Committee and be entered into the competition for the POW Championship</p> | | |



Career Development Committee Build A Business

Goal: Encourage FBLA members to be their own entrepreneurs by utilizing teamwork and creativity to build their own business.

In the **Build A Business** challenge, chapter members will develop a startup business concept. The business concept must be on a slide show of up to 10 slides.

Each business concept must include:

- Business name
- Logo
- Tagline
- Detailed product or service description
- Pricing strategy
- Defined target market
- Go-to-market strategy

You must also include the inspiration behind the business, how the chapter members collaborated, and the goals for the company. For each requirement, your chapter must explain its reasoning. The chapter name is required on the first slide of the presentation.

Participants must provide a PDF of the slide show.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required on the online form: chapter name, chapter adviser name, chapter adviser email, and PDF file of the slide show.

BUILD A BUSINESS



What You Will Do

- Form a team
- Create a business name, logo, & tagline
- Describe product/service, pricing, target market, & go-to-market strategy
- Make a slideshow business plan - maximum 10 slides

Why Compete?

- Build real-world business skills
- Boost creativity & teamwork
- Contend for awards



Career Development Committee Career Link

Goal: Help members prepare for real-world job searches by building their digital presence and professional image.

In the **Career Link** challenge, individuals are tasked with developing a personal branding portfolio that showcases their career readiness and professional identity. This project encourages members to explore how they present themselves in the professional world, particularly online. Submissions should reflect professionalism, creativity, and alignment with the member's intended career path. The social media page should NOT be live. Participants can submit a template of what their professional social media page would look like.

Each submission must include:

- A professional social media page, highlighting a particular career, on a platform such as LinkedIn, Instagram, or Facebook.
- A business card mock-up (including logo, contact information, and tagline).
- A 100-word professional biography (in first-person).

This challenge promotes professionalism, communication, and career readiness through creative design and presentation.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name, chapter name, chapter adviser name, chapter adviser email, PDF of the complete branding portfolio.

Career Link

What You'll Create:

1. Professional social media
2. Business card mock-up
3. 100-word professional biography

Participating members will receive a ribbon at the State Leadership Conference.
Submission Deadline: February 15, 2026 11:59 PM



You



FBLA Career Development Committee



Career Development Committee Dear Future Me

Goal: Inspire intentional goal setting, reflection, and personal growth in career planning.

In the **Dear Future Me** challenge, individuals are tasked with writing a personal letter to themselves ten years in the future. The letter should describe the career they hope to be in and why it inspires them, outline up to five steps they plan to take to get there, and highlight the values and goals they want to stay true to. Each participant must also include a motivational message to their future self that reflects their career dreams and personal growth.

Members should reflect on their passions and map out actionable steps to achieve their vision.

Each letter must include:

- The career they hope to be in and why it inspires them.
- A step-by-step plan (up to five steps) outlining how they will reach their goals.
- Key values or passions they want to stay true to.
- Specific goals or milestones they hope to achieve.
- A motivational message or reminder to themselves.

Letters should be typed with a maximum of 250 words. Creativity is encouraged; members may design their letter with formatting, borders, or include personal images.

This challenge encourages self-awareness, goal-setting, and big-picture thinking -- all critical skills for future success.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: member name, chapter name, chapter adviser name, chapter adviser email, and PDF file of the letter.

DEAR FUTURE ME CHALLENGE



WRITE TO YOUR FUTURE SELF

★ WHAT IS IT?

The **Dear Future Me Challenge** invites you to write a heartfelt letter to your future self, envisioning your life and career ten years ahead. Express your dreams and aspirations while reflecting on your journey.

★ WHAT TO INCLUDE?

In your letter, share your dream profession, personal values, long-term goals, and the impact you hope to make in the business world. Include a five-step plan to reach your vision and optional creative elements.

★ GUIDELINES

Letters should be up to 250 words. Members may design their letter with formatting, borders, or include personal images.

PARTICIPATING MEMBERS WILL RECEIVE A RIBBON AT
THE STATE LEADERSHIP CONFERENCE.

SUBMISSION DEADLINE: FEBRUARY 15, 2026 11:59 PM

Career Development Committee Rubric

| Category | Not Present (0-1 pts) | Below Requirements (1-2 pts) | Meets Requirements (3-4 pts) | Exceeds Requirements (5 pts) | Points Earned |
|--------------------------------------|---|---|---|---|------------------|
| Creativity & Originality | Lacks originality or is copied; no clear creative effort. | Some originality present, but limited in scope. | Shows clear creative thinking, relevant ideas, and thoughtful visuals. | Highly original, imaginative, and engaging; goes above and beyond in concept and presentation. | |
| Clarity & Communication | Disorganized or unclear; difficult to follow. | Some parts are understandable; lacks flow. | Mostly clear, organized, and logical presentation of ideas. | Extremely clear, well-structured, and engaging throughout; flows seamlessly. | |
| Professionalism & Quality | Poorly formatted or full of errors; lacks effort. | Some polish, but noticeable errors or inconsistencies. | Polished, professional tone and design with minimal issues. | Exceptionally polished and well-executed with strong attention to detail. | |
| Goal Setting & Vision | Does not follow the guidelines of the chosen challenge. | Only partially meets the requirements of the challenge. | Fulfills all basic requirements (e.g. business plan, portfolio, letter/vision board). | Fully meets and expands on all challenge expectations with depth and creativity. | |
| Critical Thinking | No evidence of reflection, research, or planning. | Minimal depth; vague or incomplete effort. | Shows effort, planning, and reflection with some thought into goals or direction. | Deep insight, strong vision, or strategy demonstrated; clearly well thought out and purposeful. | |
| Total | | | | | /25 |