



Career Development Committee

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Committee Goals	Competition	Description
Chapter Challenge		
Encourage FBLA members to use their critical thinking skills to determine a local business' strengths, weaknesses, opportunities, and threats.	SWOT Showdown	In the SWOT Showdown challenge, chapters will create a SWOT analysis on a local business. Chapters will conduct an interview with a local business owner to identify the aspects of SWOT for the business. Submissions should include a transcript of the interview and a slide deck presentation.
Individual Challenges		
Teach members how to create a professional resume for a fictional character.	Resume Reimagined	In the Resume Reimagined challenge, individual members will create a professional resume of a fictional character of their choice to showcase their creative ability and professional readiness. Each submission must include a resume that reflects the fictional character's identity, skills, achievements, and experiences. All presented in a professional manner.
Encourage the development of interview skills, including confidence and pacing, through a mock interview.	The Hot Seat	In The Hot Seat challenge, individual members will participate in a mock job interview and record a video of the interview (2 minutes). Members will create 3 of their own interview questions. Members will explain why they chose the interview questions in depth on a separate document. Each question should be explained along with an overall reflection in no more than 250 words in total.
Participants will receive a ribbon at the State Leadership Conference for completing each challenge. 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. All Career Development Committee competitions will use the same rubric located at the end of the Career Development Committee's materials.		



SHOWDOWN

- Interview a local business owner
- Research the business and create a SWOT analysis
- Create an action plan and justify your reasoning behind the plan
- Present your findings in a slide deck (max of 10 slides) that includes a business background and chapter collaboration

PARTICIPATING CHAPTERS WILL RECEIVE RIBBONS AT THE STATE LEADERSHIP CONFERENCE



Career Development Committee SWOT Showdown

Goal: To encourage FBLA members to use their critical thinking skills to determine a local business' strengths, weaknesses, opportunities, and threats.

In the **SWOT Showdown** challenge, chapters will create a SWOT analysis on a local business. Chapters will conduct an interview with a local business owner to identify the aspects of SWOT for that business.

Each submission must include:

- Transcript of the interview
- Cover slide with chapter's name
- Reasoning behind plan of action
- How the chapter collaborated
- SWOT slide deck with analysis on
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - A plan of action based on SWOT
 - Background information on the business

The slide deck should be no longer than 10 slides.

Chapters must provide a PDF of the slide deck. Chapters also must provide a separate PDF document with the transcript of the interview. Both will be uploaded to the website together.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by January 15, 2027, at 11:59 p.m. Submissions are required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required on the online form: chapter name, chapter adviser name, chapter adviser email, slide deck as a PDF, interview transcript as a PDF.



Presented by the Career Development Committee

Resume Reimagined

Submissions Due: January 15, 2027 11:59 p.m.

- Create a professional resume for a fictional character of your choice
- Include their name, address, and contact information
- Include their skills, achievements, experiences
- Be creative and imaginative
- Presented in a professional manner

Participating members will receive a ribbon at the State Leadership Conference



Career Development Committee Resume Reimagined

Goal: Teach members how to create a professional resume and creatively present resume elements through the development of a fictional character.

In the **Resume Reimagined** challenge, individual members will create a professional resume for a fictional character of their choice to showcase their creative ability and professional readiness. Each submission must include a resume that reflects the fictional character's identity, skills, achievements, and experiences. All presented in a professional manner.

Each one-page resume submission must include:

- Name, address, and contact information of character
- Skills
- Education
- Experience
- Achievements/Awards
- Interests

This challenge promotes resume writing, creativity, and career readiness through professional design. As such, the resume should be imaginative and colorful to match the character. Resumes do not have to follow traditional coloring or formatting constraints.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due January 15, 2027, at 11:59 p.m. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member name, chapter name, chapter adviser name, chapter adviser email, typed resume (one page) in PDF format.

**PRESENTED BY THE CAREER DEVELOPMENT
COMMITTEE**



THE HOT SEAT

SUBMISSIONS DUE: JANUARY 15, 2027 11:59 p.m.

YOU WILL

- **CREATE 3 INTERVIEW QUESTIONS**
- **RECORD AN INTERVIEW ANSWERING QUESTIONS
(MAXIMUM 2 MINUTES)**
- **REFLECT ON THE INTERVIEW AND WHY THE
QUESTIONS WERE CHOSEN (MAXIMUM 250 WORDS)**



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



Career Development Committee The Hot Seat

Goal: Encourage the development of interview skills, including confidence and pacing, through a mock interview.

In the **Hot Seat** challenge, individual members are tasked with performing a two-minute long mock interview. They will need to create 3 questions to be asked in their interview and must respond thoughtfully and thoroughly. The questions must be related to the position that the individual chooses to interview for, and members will reflect their interview and their choice of questions in a document of no more than 250 words.

Each submission must include:

- Video of their mock interview with 3 questions asked and answered clearly and thoughtfully
- A reflection on the interview explaining why each question was asked with no more than 250 words

Encourages confidence, critical thinking, and professional readiness, which are all essential skills in the business world.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by January 15, 2027, 11:59 p.m. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member name(s), chapter name, chapter adviser name, chapter adviser email, submitted as a URL link to an MP4 video file, reflection submitted as a PDF document.

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
Originality & Creativity	Lacks originality or copied	Some originality present but limited in scope	Presentation has creative and original ideas	Highly original, imaginative, and engaging; goes above and beyond in concept and presentation	
Organization & Planning	Disorganized or unclear; difficult to follow. Many elements are out of place	Some parts are understandable; lacks flow and planning	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	
Following Guidelines	Does not follow the project guidelines	Partially follows the guidelines of the challenge	Follows the guidelines of the challenge; fulfills all requirements of the challenge	Fully meets and exceeds all challenge requirements with depth and creativity	
Critical Thinking	No evidence of reflection, research, or planning	Minimal depth; vague or incomplete	Shows knowledge, and reflection with some thought into goals or direction	Deep insight, strong vision, or strategy demonstrated; clearly well thought out and purposeful	
Total					/25

All Career Development Committee competitions will use the same rubric.