

ML  
Competitive  
Event  
Handbook

2017

Bringing business and education together in a positive working relationship through innovative leadership and career development programs.

Service  
Education  
Progress



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# Changes for 2016-17

## Modifications

- Computer Concepts and Internet Concepts have been merged into Computer & Internet Concepts
- New Test: Microsoft Office Concepts
- The Top 10 in performance events will now present at SLC (previously Top 5)

## ML Events – General Guidelines & Rules

### Eligibility

To register for SLC, a member must be registered in the National Database. Membership must be paid by February 15 or registration for the member will be canceled and they will be dropped from their events.

### Registration Payment

A chapter must pay their registration fees by the approved deadlines. Failure to pay by the deadline will result in a \$25 late fee for your chapter. If the invoice is still not paid by the conference date, the chapter will forfeit all registration and all competitors will be disqualified. The chapter will also receive an additional \$35 late fee, for a total of \$60 in late fees.

### Events with Performance

The following events have a performance component at SLC. Performers are determined based on a prejudged component:

- Computer Slide Show Presentation
- Creed Speaking
- Public Speaking

The Top 10 scores on the prejudged component will determine the 10 competitors who perform. Only the performance score will be used to determine the ranking of the Top 10 competitors.

### Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- **Production Tests:** The production test scores will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final

### Objective & Skills Tests

Objective tests are proctored 100-question tests done via the member's school. Skills tests are productions done at the member's school.

For SLC, the adviser will proctor the test.

## Objective Only Tests

### Overview

These events consist of a 60 minute test administered at the member's school via an adviser (SLC). Students have 45 minutes to complete the objective test.

These are individual events. Each chapter may submit five (5) entries for each event at SLC.

### Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used
- If the chapter has multiple students testing in the same event, they all must test at the same time or within 30 minutes of the first students beginning their test

### Objective Test Logins

- A login will be sent to the adviser who registers the students for SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

<b>Business Concepts</b>	Money management, banking, and investments   consumerism   characteristics and organization of business   economic systems   rights and responsibilities of employees, managers, owners, and government   career awareness   global business   ethics   insurance
<b>Introduction to Business Communication</b> National Recognition	Proofreading   grammar   punctuation   word division   expression of numbers   capitalization   business spelling
<b>Career Exploration</b> National Recognition	Skills   career plans   career goals   job searches   job applications   cover letters   resumes   interviews   Occupational Outlook Handbook   career education basics
<b>FBLA Concepts</b>	FBLA organization   bylaws and handbook   national competitive events guidelines   national publications   creed and national goals
<b>Internet &amp; Computer Concepts</b>	HTML   Web 2.0   networking, internet, and connectivity   browsers   servers   firewalls   viruses and malware   WiFi, modem, router   Basic computer usage   Microsoft Office Suite   networking, internet, and connectivity   websites   HTML   peripherals   saving, editing, printing
<b>Marketing Concepts</b>	Sales   principles of marketing   traditional marketing   social media marketing   advertising and promotion   market research   personal selling   marketing campaigns
<b>Microsoft Office Concepts</b>	Creating documents   making charts   building tables   using shortcuts   program elements   Excel formulas   data and presentation views   printing
<b>Personal Finance Concepts</b>	Credit and debt   earning a living (income, taxes)   managing budgets and finance   saving and investing   banking and insurance   financial principles related to personal decision making   buying goods and services
<b>Proofreading and Editing</b>	Related application knowledge   basic application functions   document formatting rules and standards   grammar, punctuation, spelling, and proofreading

## Production/Skill Tests

### Overview

These events consist of production/skill events over a particular skill area. Students have 45 minutes to complete the productions listed.

These are individual events (with the exception of Desktop Publishing Application). Each chapter may submit two (2) entries for each event at SLC.

### Production Test Submission

- Production tests are submitted as individual files via Judgify.
  - Instructions on how to save files are included in test packet.
- All files must be submitted in an appropriate PDF format, when appropriate
  - No other file types will be graded.

<b>Keyboarding Applications I</b> National Recognition	Participants should be able to produce a personal letter, a one-page report, and a one- or two-column table/ centering problem. Results will be based on accuracy of printed copy and Standards of Mailability.
<b>Keyboarding Applications II</b> National Recognition	Participants should be able to produce a business letter; a one-page report with a title page, reference page, and citations; and a two- or three-column table. Results will be based on accuracy of printed copy and Standards of Mailability.
<b>Spreadsheet Applications</b> National Recognition	Participants should be prepared to complete problems in a spreadsheet format, which may include various functions, including formatting, sorting, editing, creating and applying formulas, and charts. Results will be based on accuracy and formula-view printout.
<b>Desktop Publishing Application</b> National Recognition\ Team of two (2)	<p>Participants should be prepared to create, design, and produce usable copy on a computer using desktop publishing software. Students should be prepared to create documents such as a flyer, brochure, and invitation that include graphics, text, layout creativity, and appropriate fonts and type sizes.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. The state chapter will administer this event either by school-site testing or at a conference.</li> <li>2. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems Are weighted accordingly to difficulty and may be completed in any order.</li> <li>3. Students may use only one computer for the event.</li> <li>4. Participants may bring clip art or use the Internet to access graphics.</li> <li>5. The finished product will be submitted digitally via Judgify.</li> <li>6. Word-division manuals and dictionaries may be used as reference materials.</li> </ol>

# Prejudged Reports

## Overview

These events consist of a prejudged report submitted prior to SLC.

Each chapter may submit one (1) member/team for each event at SLC.

## Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline in PDF format.

<p><b>American Enterprise Project</b> National Recognition 5 page max</p>	<p>Reports must promote an awareness of some part of the American (free) enterprise system with the school and/or community and answer the Report Format questions. The project is intended to help members learn more about the free enterprise system and is designed for chapter participation.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"><li>1. Report must be keyed in the order of the questions listed in the following Report Format section.</li><li>2. The report must describe an activity on American enterprise/free enterprise that was conducted during the current school year.</li><li>3. The report should be no more than five pages including the cover sheet and attachments and be on standard 8 1/2" x 11" paper.</li><li>4. Each side of the paper providing information is counted as a page.</li><li>5. A PDF copy should be uploaded to Judgify by the stated deadline.</li></ol> <p><b>Format</b></p> <p>The report will consist of questions and answers. Key the following questions followed by your comments and description.</p> <ol style="list-style-type: none"><li>1. Describe the chapter's American Enterprise Project.</li><li>2. State the purpose and goals of the project. The purpose and goals should be keyed as numbers or bullets.</li><li>3. Describe how the chapter chose this particular project as an American enterprise activity.</li><li>4. Describe the steps the chapter members used to plan and develop the project.</li><li>5. Describe how the chapter completed the project.</li><li>6. Describe why this project is unique.</li><li>7. Explain the benefits and impact your project had on the school or community.</li><li>8. Explain and give evidence of how the project was publicized by attaching at least on article or flyer.</li><li>9. You may incorporate pictures into the report.</li></ol>
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<p><b>Community Service Project</b> National Recognition 5 page max</p>	<p>Reports must describe a chapter project that serves the community and conforms to the guidelines and format stated. The activity must be in the interest of the local community, focus on one primary project, and be designed for chapter participation.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. Report must be keyed in the order of the questions listed below in the Report Format section.</li> <li>2. The report must describe a community service activity that was conducted during the current school year.</li> <li>3. Reports must not exceed a total of five (5) pages, including cover sheet and other documentation and must be on standard 8 1/2" x 11" paper.</li> <li>4. Each side of the paper providing information is counted as a page.</li> <li>5. A PDF copy should be uploaded to Judgify by the stated deadline.</li> </ol> <p><b>Format</b></p> <p>The report will consist of questions and answers. Key the following questions followed with your comments and description.</p> <ol style="list-style-type: none"> <li>1. Describe the chapter's Community Service Project.</li> <li>2. State the purpose and goals of the project. The purpose and goals should be keyed as numbers or bullets.</li> <li>3. Describe how the chapter chose this particular project as a community service activity.</li> <li>4. Describe the steps the chapter members used to plan and develop the project.</li> <li>5. Describe how the chapter completed the project.</li> <li>6. Describe why this project is unique.</li> <li>7. Explain the benefits and impact your project had on the community and its citizens. the community and its citizens.</li> <li>8. Explain and give evidence of how the project was publicized by attaching at least one article or flyer.</li> <li>9. You may incorporate pictures into the report.</li> </ol>
<p><b>Local Chapter Activities Report</b> National Recognition 5 page max</p>	<p>The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the current State Leadership Conference. This report meets one of the requirements for the Outstanding Chapter Award of Merit program.</p> <p><b>Guidelines</b></p> <p>The report should follow the Rating Sheet.</p> <ol style="list-style-type: none"> <li>1. Reports must not exceed a total of five (5) pages, including cover sheet and other documentation.</li> <li>2. Pages must be on standard 8 1/2" x 11" paper and may not be laminated or bound in sheet protectors.</li> <li>3. Each side of the paper providing information is counted as a page.</li> <li>4. A PDF copy should be uploaded to Judgify by the stated deadline.</li> <li>6. Reports must describe activities of the chapter that were conducted during the current school year.</li> </ol>



# Prejudged Qualifier & Presentation

## Overview

These events consist of a prejudged qualifier submission prior to SLC and a presentation at SLC.

Each chapter may submit one (1) member/team for each event at SLC

## Prejudged Qualifier Guidelines

- Prejudged component is submitted online via Judgify by stated deadline.
  - Missouri FBLA-PBL will prejudge the submission and notify the Top 5 competitors of their performance time at SLC

<p><b>Computer Slide Show Presentation</b> 1-3 minute presentation</p>	<p>The topic to be developed for this slide show and submitted for competition is: <u>Create a computer slide show presentation on the responsible use of social media.</u></p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. The slide show must address the topic in the description section. Entries will be judged according to the rating sheet.</li> <li>2. Presentations should be at least one (1) minute and no more than three (3) minutes in length.</li> <li>3. Presentations must be submitted by the prejudged deadline via Judgify (link to YouTube)</li> <li>4. Final score is a result of the presentation score at SLC only.</li> </ol>
<p><b>Creed Speaking</b> No time limit</p>	<p>The topic of this event is the National FBLA-PBL Creed, for which the student should memorize and recite to a panel of judges.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. The recital must address the topic in the description section. Entries will be judged according to the rating sheet.</li> <li>2. A digital recital will be submitted by the prejudged deadline via Judgify (link to YouTube upload)</li> <li>3. Final score is a result of the recital at SLC score only.</li> </ol> <p><b>Creed</b></p> <ul style="list-style-type: none"> <li>• I believe education is the right of every person.</li> <li>• I believe 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.</li> <li>• I believe 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.</li> <li>• I believe every person should actively work toward improving social, political, community, and family life.</li> </ul>

	<ul style="list-style-type: none"> <li>• I believe every person has the right to earn a living at a useful occupation.</li> <li>• I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.</li> <li>• I believe 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.</li> </ul>
<p><b>Public Speaking</b> 2-3 minute speech</p>	<p><b>Guidelines</b></p> <ul style="list-style-type: none"> <li>• The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals.</li> <li>• When delivering the speech, competitors may use notes prepared before the event.</li> <li>• No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.</li> </ul> <p><b>FBLA-PBL Goals</b></p> <ul style="list-style-type: none"> <li>• Develop competent, aggressive business leadership.</li> <li>• Strengthen the confidence of students in themselves and their work.</li> <li>• Create more interest in and understanding of the American business enterprise.</li> <li>• Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.</li> <li>• Develop character, prepare for useful citizenship, and foster patriotism.</li> <li>• Encourage and practice efficient money management.</li> <li>• Encourage scholarship and promote school loyalty.</li> <li>• Assist students in the establishment of occupational goals.</li> <li>• Facilitate the transition from school to work.</li> </ul>

## Prejudged Events

### Overview

These events are prejudged prior to SLC.

Each chapter may submit two (2) member/teams for each event at SLC.

### Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline.

<p><b>Web Page Creation</b> National Recognition Team of one to three (1-3)</p>	<p>The topic to be developed for this Web page and submitted for competition is: <u>Create a Web page that keeps members informed of your FBLA-Middle Level chapter's activities. Information to be included might be meeting dates, upcoming activities, competitive events information, etc. Your web page should include photos and at least one external link.</u></p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"><li>1. The Web page may be one or two pages with at least one link.</li><li>2. The Web page must address the topic in the overview section. Entries will be judged according to the rating sheet.</li><li>3. Web pages must be submitted on by the prejudged submission deadline via Judgify (website link).</li></ol>
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## Standards of Mailability

Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents/

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error.

1. Omission of a nonessential part of a document (e.g., reference initials, enclosure notation)
2. Minor errors in vertical placement
3. Minor errors in horizontal placement
4. Minor spacing errors
5. Inserted or omitted words that do not change the meaning of the sentence
6. Transposed words that do not change the meaning of the sentence

The following errors will make the copy mailable with serious corrections and will results in a penalty of five (5) points per error

1. Failure to follow specific directions
2. Keying or spelling errors
3. Inserted or omitted words that change the meaning of the sentence
4. Omission of essential parts of a document (e.g., date, inside address)
5. Format Guide not followed