

ML  
Competitive  
Event  
Handbook

2017-18

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

Service  
Education  
Progress



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## ML Competitive Events Grid

Event	Participants	Type	School Entries	NLC Advancement
American Enterprise Project	Chapter	Report	1	
Business Concepts	Individual (1)	Objective	10	
Business Math & Financial Literacy	Individual (1)	Objective	10	Top 1
Career Exploration	Individual (1)	Objective	10	Top 1
Community Service Project	Chapter (1-3)	Performance	1	Top 1
Computer Slide Show Presentation	Team (1-2)	Prejudged & Performance	1	
Creed Speaking	Individual (1)	Performance	1	
Desktop Publishing Applications	Team (2)	Skills	2	
Elevator Speech	Individual (1)	Performance	1	
FBLA Concepts	Individual (1)	Objective	10	
Internet & Computer Concepts	Individual (1)	Objective	10	
Introduction to Business Communications	Individual (1)	Objective	10	
Introduction to Computer Science & Coding	Individual (1)	Objective	10	Top 1
Job Interview	Individual (1)	Prejudged & Performance	1	
Keyboarding Application I	Individual (1)	Skills	2	
Keyboarding Applications II	Individual (1)	Skills	2	
Local Chapter Activities Report	Chapter	Report	1	
Marketing Concepts	Individual (1)	Objective	10	
Microsoft Office Concepts	Individual (1)	Objective	10	
Multimedia & Website Development	Individual (1)	Prejudged & Objective	2	Top 1
Proofreading & Editing	Individual (1)	Objective	10	
Public Speaking	Individual (1)	Performance	1	
Spreadsheet Applications	Individual (1)	Skills	2	

# Changes for 2017-18

## Modifications

- *Community Service Project* modified to include a performance component
  - Prejudged requirement no longer required
- *Elevator Speech* added as a new performance event
- *Introduction to Computer Science and Coding* added as new objective test event
- *Job Interview* added as a new prejudged and performance event
- Performance events no longer require a preliminary round
  - All competitors will perform at SLC
  - Submission still required for Computer Slide Show and Multimedia & Website Development
- *Personal Finance* renamed *Business Math & Financial Literacy*
- Objective events may now have ten (10) submissions per local chapter
- *Web Page Creation* renamed *Multimedia & Website Development*
  - Performance component removed
  - Objective test added
  
- **Important: The following events now have advancement for the Top 1 competitors to NLC**
  - Business Math & Financial Literacy
  - Career Exploration
  - Community Service Project
  - Elevator Speech
  - Introduction to Computer Science & coding
  - Multimedia & Website Development

## ML Events – General Guidelines & Rules

To register for SLC, a member must be registered in the National Database. Membership must be paid by February 16 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. All members perform at SLC.

- Community Service Project
- Computer Slide Show Presentation
- Creed Speaking
- Job Interview
- Public Speaking

### 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 50-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 30 minute test administered at the member's school via an adviser (SLC).

These are individual events. Each chapter may submit five (10) 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

### 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 Math &amp; Financial Literacy</b> Top 1 advances to NLC	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>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>	Proofreading   grammar   punctuation   word division   expression of numbers   capitalization   business spelling
<b>Career Exploration</b> Top 1 advances to NLC	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>Introduction to Computer Science &amp; Coding</b> Top 1 advances to NLC	Computational Thinking and Problem Solving   Algorithms and Programs   Logical Reasoning   Basic Coding   Manipulating and Analyzing Data Using Digital Tools   Robotics
<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>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 WuFoo.
  - 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>	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>	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>	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> Team of 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 WuFoo.</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> This event has a prejudged component</p> <p>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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**Local Chapter  
Activities Report**

This event has a prejudged  
component

5 page max

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.

**Guidelines**

The report should follow the Rating Sheet.

1. Reports must not exceed a total of five (5) pages, including cover sheet and other documentation.
2. Pages must be on standard 8 1/2" x 11" paper and may not be laminated or bound in sheet protectors.
3. Each side of the paper providing information is counted as a page.
4. A PDF copy should be uploaded to Judgify by the stated deadline.
6. Reports must describe activities of the chapter that were conducted during the current school year.

# Performance

## Overview

These events consist of a presentation at SLC. Some events require a prejudged component.

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.

<p><b>Community Service Project</b> Top 1 advances to NLC</p> <p><b>Equipment Setup:</b> 5 min <b>Performance:</b> 5 min <b>Warning:</b> 4 min <b>Time Up:</b> 5 min <b>Penalty Over Time:</b> N/A <b>Q &amp; A:</b> 3 min</p>	<p>Describe one community service project that your chapter has planned and implemented during the year.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. Visual aids (electronic, printed, etc.) to the project may be used. However, no items may be left with the judges or audience.</li> <li>2. Internet access will not be provided.</li> <li>3. Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.</li> <li>4. Presentation team can be from one (1) to three (3) members of the chapter.</li> </ol>
<p><b>Computer Slide Show Presentation</b> This event has a prejudged component</p> <p><b>Equipment Setup:</b> N/A <b>Performance:</b> 3 minutes <b>Warning:</b> 2 minutes <b>Time Up:</b> 3 minutes <b>Penalty Over Time:</b> 5 points</p>	<p>The topic to be developed for this slide show and submitted for competition is: <u>Create a computer slide show presentation on how and why cell phone applications (apps) can help a business reach their customers.</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 and prejudged score.</li> </ol>
<p><b>Creed Speaking</b></p> <p><b>Equipment Setup:</b> N/A <b>Performance:</b> Unlimited <b>Warning:</b> N/A <b>Time Up:</b> N/A <b>Penalty Over Time:</b> N/A</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> <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>Elevator Speech</b> Top 1 advances to NLC</p> <p><b>Equipment Setup:</b> N/A <b>Performance:</b> 30 seconds <b>Warning:</b> 15 seconds <b>Time Up:</b> 30 seconds <b>Penalty Over Time:</b> N/A <b>Q &amp; A:</b> 3 min</p>	<p><b>Topic:</b> Present an elevator speech to a State Senator about how FBLA-Middle Level helps students develop leadership skills and why it is important to have this organization in middle schools.</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. Students must come prepared to leave at least one visual (3 copies) with the judges that they prepared (flyer, brochure, etc.) about FBLA-Middle Level, and a business card.</li> <li>2. Speech may be no longer than 30 seconds in length.</li> <li>3. Judges will role-play the part of the Senator and can ask up to 2 questions for student response after the competitor has finished the speech.</li> </ol>
<p><b>Job Interview</b> This event has a prejudged component</p> <p><b>Equipment Setup:</b> N/A <b>Performance:</b> 5 minutes <b>Warning:</b> 4 minutes <b>Time Up:</b> N/A <b>Penalty Over Time:</b> N/A</p>	<p>A member from the local chapter applies for a fictitious job with Merit Corporation, a fictitious company based in Reston, VA. The job should be one that they would be qualified for when they turn 16 (part-time job).</p> <p><b>Guidelines</b></p> <ol style="list-style-type: none"> <li>1. Each chapter may submit one member.</li> <li>2. Members will be scheduled for a five (5) minute interview.</li> <li>3. Members must submit a job application for the position they are apply for.</li> </ol>
<p><b>Public Speaking</b></p> <p><b>Equipment Setup:</b> N/A <b>Performance:</b> 3 minutes <b>Warning:</b> 2 minutes <b>Time Up:</b> N/A <b>Penalty Over Time:</b> 5 points</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>

	<b>FBLA-PBL Goals</b>
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- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the 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.

## Prejudged & Objective Events

### Overview

These events are prejudged prior to SLC and contain an objective component.

Each chapter may submit two (2) members for each event at SLC. This is an individual event.

### 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

### 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.

### Prejudged Guidelines

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

<p><b>Multimedia &amp; Website Development</b> This event has a prejudged component</p> <p>Top 1 advances to NLC Individual event</p>	<p><b>Objective Test Competencies:</b> Career Awareness Related to Multimedia and Website Industry   Technology Operations and Concepts   Visual Design Concepts   Animation Techniques   Gaming   Digital Audio   Web Technologies   Graphic Design</p> <p><b>Topic:</b> Design, build, and launch a website that features the competitor’s ability to incorporate the elements of website design, graphic layout, and proper coding techniques.</p> <ul style="list-style-type: none"><li>• Website topic: Promote the new LEAD Program (<a href="http://www.fbla-pbl.org/middle-level/recognition-awards/lead/">http://www.fbla-pbl.org/middle-level/recognition-awards/lead/</a>)</li></ul> <p><b>Guidelines</b></p> <ul style="list-style-type: none"><li>• The website must include a 1-3 minute multimedia presentation that encourages members to participate in the LEAD Program.</li><li>• The website must include sound, photo and image editing, and graphics.</li><li>• The website must include at least one activity with user interaction (i.e. survey, game, etc.)</li></ul>
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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