



Alternative SLC Guidelines & Instructions

The following alternative competitive events plan has been initiated to ensure the safety of all registrants for the State Leadership Conference.

Competitive Events Submission Instructions

1. Find your respective division and event below.
2. Review the submission requirements
 - a. There are three main types of submission
 - i. Questions/script – submit by April 23, 2020 5PM
 1. Members will need to answer questions (or in Broadcast Journalism type a script of their performance) and provide a document of their answers/script to their adviser. Advisers will [submit the document via Judgify](#). Members should work together.
 2. To allow my accessibility by most members, the following submissions are accepted. Submissions may be typed or handwritten and submitted as a photo.
 - a. .doc, .docx, .pdf, .jpg, .jpeg, .gif, or .png
 - ii. Video Submission – submit by April 23, 2020 5PM
 1. Member should record their speech of demonstration using their phone, camera, or webcam. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will [share the link to the video via Judgify](#).
 - a. See guide to sharing files via [Google Drive](#) or [Dropbox](#)
 - b. See guide to uploading video to [YouTube](#) or [Vimeo](#)
 - iii. Scheduled Video Call – schedule call April 14-16, 2020 10:00AM-5:00PM
 1. Member should complete the [time selection form](#) to secure a presentation time for their event via Zoom (video call service; click to download).
 2. Select a time no later than April 10, 2020 5PM
 3. The judge will send a link to a call to the member, who will then connect at their assigned time. The member will receive the prompt on the screen and have 10 minutes to review before presenting with the judge. No outside materials may be used. The student may use their own paper to take notes.
 - b. If you are a PBL member and your adviser is unavailable to assist you in uploading, you may send your submission to Buddy Alberson (rfalbersonii@gmail.com) for entry, including the following in your email.
 - i. Name of Competitor(s)
 - ii. Name of Event
 - iii. Chapter Name
 - iv. Email Address & Phone Number for Contact
3. Submissions must be completed in the designated timeframe.
4. For questions or concerns regarding submissions, please contact
 - a. State Adviser Chris Dzurick
 - i. Chris.dzurick@dese.mo.gov
 - ii. 573-751-8679 (M-F 7:30AM-4:00PM)

FBLA Questions or Submission Requirements

Broadcast Journalism - Script Submission by April 23, 2020 5PM to [Judgify](#)

Topic: You and/or your team are part of your school's broadcast team. Create a live broadcast event that includes the following:

1. *Social media/cell phones on campus*
2. *Financial literacy story for your audience*
3. *Sports story from your campus*

For student safety and social distancing, this event will not role-played as if the students were in a news studio. Instead, competitors are asked to type their script as they would have performed it in a news studio, including their stories and quotes from individuals.

Business Ethics - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Research the ethical issues of photo manipulation related to journalistic practices and public opinion.

Answer the following questions, with each answer being no more than 250 words

- a. Do you believe that editing for the sake of quality and not to change the actual image in acceptable?
- b. What do you believe is a fair and just punishment when a journalist edits a photo to change it meaning?
- c. Is it the duty of journalists to share only raw photos, or does editing them to sway public opinion in a positive way play a factor?

Client Service - Scheduled Video Presentation from April 14-16, 2020 10:00AM-5:00PM

1. Member should select a time slot from the [time selection form](#).
 - a. The judge will email the member a Zoom video call link for the scheduled time.
2. When the member calls in, they will be allowed to ask questions of the judge about the experience/process before receiving their prompt.
3. The prompt will be provided on screen. The judge will also serve as the moderator as the student prepares for 10 minutes before performing for up to 5 minutes.
 - a. The judge will warn the student 4 minutes and 5 minutes into the performance.
4. This role play event requires the competitor to provide customer service to a client (judge).
5. The member may use whatever paper and writing utensil they deem appropriate, so long as the paper is blank at the beginning of the event.
6. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Emerging Business Issues - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: The traditional work environment is changing as technology provides employees the ability to work from anywhere. How is this trend positively and negatively affecting the modern business environment and employee collaboration?

Answer the following questions, with each answer being no more than 250 words

- a. What, if any, inequalities exist between who can work from home and those who cannot?
- b. How is productivity and time management affected while working at home?
- c. How is one's overall health -- financial, professional, physical, emotional, etc. -- affected over time from working at home vs in a traditional work environment?

Impromptu Speaking - Scheduled Video Presentation from April 14-16, 2020 10:00AM-5:00PM

1. Member should select a time slot from the [time selection form](#).
 - a. The judge will email the member a Zoom video call link for the scheduled time.
2. When the member calls in, they will be allowed to ask questions of the judge about the experience/process before receiving their prompt.
3. The speech topic will be provided on screen. The judge will also serve as the moderator as the student prepares for 10 minutes before performing for up to 4 minutes.
 - a. The judge will warn the student 3 minutes and 4 minutes into the performance. There is a penalty for going over time, as outlined on the rating sheet.
4. The speech topic may relate to one or more of the following: FBLA-PBL Goals, activities, national programs; current events; and/or relevant business topics.
5. The member may use whatever paper and writing utensil they deem appropriate, so long as the paper is blank at the beginning of the event.
6. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Introduction to Business Presentation - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Prepare a presentation discussing how the news/media industry can recover from a tarnished image.

Answer the following questions, with each answer being no more than 250 words

- a. How can the news/media industry analyze its own reporting to spot an imbalance of negative attention to a person or a group of people?
- b. What does it take to rebuild trust online and in-person, and how long can it take?
- c. Should the news/media use legal action to help recover from a tarnished image?

Introduction to Public Speaking - Video Submission by April 23, 2020 5PM to [Judgify](#)

1. The member should record a video of himself or herself performing their prepared speech.
 - a. The member may use any camera deemed appropriate for their needs.
2. The 4-minute speech must be of a business nature and must be developed from one or more of the FBLA-PBL Goals. The video should be one continuous recording.
 - a. There is a penalty for going time, as outlined on the rating sheet.
3. When delivering the speech, competitors may use 2 notecards prepared before the event.
4. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
5. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Public Service Announcement (PSA) - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Create a Public Service Announcement about the importance of financial literacy for teens.

Answer the following questions, with each answer being no more than 250 words

- a. Describe the creative elements and processes used in the video to make financial literacy an engaging topic for teens?
- b. How can “wants vs needs” and/or “emergency funds” be described in a humorous and memorable way?
- c. What are financial steps that teens can take to allow their money to do more for them?

Public Speaking - Video Submission by April 23, 2020 5PM to [Judgify](#)

1. The member should record a video of himself or herself performing their prepared speech.
 - a. The member may use any camera deemed appropriate for their needs.
2. The 5-minute speech must be of a business nature and must be developed from one or more of the FBLA-PBL Goals. The video should be one continuous recording.
 - a. There is a penalty for going time, as outlined on the rating sheet.
3. When delivering the speech, competitors may use 2 notecards prepared before the event.
4. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
5. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Sales Presentation - Video Submission by April 23, 2020 5PM to [Judgify](#)

1. The member should record a video of himself or herself performing their sales demonstration.
 - a. The member may use any camera deemed appropriate for their needs.
2. The demonstration may be no longer than 7 minutes and recognizes FBLA members who can effectively deliver a pitch that attempts to persuade someone with a planned sales presentation strategy of a product or service designed to initiate and close a sale.
3. When delivering the demonstration, competitors may use notes, note cards, and props.
4. Visual aids and samples related to the presentation may be used in the presentation.
5. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Note: There will be no questions asked of the member as this event is no longer interactive.

Social Media Campaign - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Financial literacy is important for financial health in the future. Plan a social media campaign to increase an FBLA member's knowledge of finances and the impact of personal financial literacy training. (NOTE: No live social media accounts should be created for this event.)

Answer the following questions, with each answer being no more than 250 words

- a. Describe some of the innovative technology that is available in both the social media industry and in the financial industry that are available to high school students.
- b. Explain which design elements, which word choices, and which developmental features would be the most important to include in a social media campaign.
- c. How large is the target social media audience in your area, and how might you expect engagement to grow overtime on the platforms?

PBL Questions or Submission Requirements

Business Ethics - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Customer review sites are a top marketing tool for companies and a top resource for consumer information. These sites have a “pay for performance” component. Discuss the ethical policy and implication of these practices.

Answer the following questions, with each answer being no more than 250 words

- a. Describe what a “pay for performance” scenario is and how that is different from sponsored content and native advertising.
- b. Use one of the 5 ethical approaches (utilitarian, rights, virtues fairness, or common good) in presenting and solving the dilemma about “pay for performance.”
- c. Should employees ask customers to leave reviews on these sites since it could mean that they get a bonus for guest compliment or overall customer satisfaction?

Business Law - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Research a court case involving a corporate data breach and analyze the findings. Do you agree with the outcome of the case? Why or why not?

Answer the following questions, with each answer being no more than 250 words

- a. Describe the legal issues and the applicable legal rules of the chosen case(s).
- b. Discuss, analyze, and apply the facts that are both favorable and unfavorable to your stance on the case.
- c. What are the legal implications of this decision going forward? Could a similar case happen in the future?

Business Presentation - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Soft skills are the personal attributes you need to succeed in the workplace. Develop a presentation identifying soft skills students need to have in order to be engaged in the workplace. Demonstrate how PBL prepares its members in developing the soft skills employers are looking for in their new hires and employees.

Answer the following questions, with each answer being no more than 250 words

- a. What are soft skills? Identify several that employers find crucial. Provide examples on how to enhance those soft skills.
- b. Are soft skills less important, equally important, or more important than hard skills? How do soft skills affect one’s ability to advance in their career no matter the industry?
- c. Describe what would make a business presentation about soft skills interesting to students your age. What features, animations, transitions, graphics, videos, etc., would you choose?

Business Sustainability - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Cisco Systems, Inc. was ranked on Newsweek's "Green Ranking 2017" for its sustainability efforts. Discuss the sustainability practices and the company's philosophy of supporting and encouraging business sustainability practices.

Answer the following questions, with each answer being no more than 250 words

- a. Perform an abbreviated political and economic analysis in regards to Cisco Systems' sustainability efforts. Are there issues that need fixing, and if so, how?
- b. Perform an abbreviated social and technological analysis in regards to Cisco Systems' sustainability efforts. Are there issues that need fixing, and if so, how?
- c. Perform an abbreviated legal and environmental analysis in regards to Cisco Systems' sustainability efforts. Are there issues that need fixing, and if so, how?

Client Service - Scheduled Video Presentation from April 14-16, 2020 10:00AM-5:00PM

1. Member should select a time slot from the [time selection form](#).
 - a. The judge will email the member a Zoom video call link for the scheduled time.
2. When the member calls in, they will be allowed to ask questions of the judge about the experience/process before receiving their prompt.
3. The prompt will be provided on screen. The judge will also serve as the moderator as the student prepares for 10 minutes before performing for up to 5 minutes.
 - a. The judge will warn the student 4 minutes and 5 minutes into the performance.
4. This role play event requires the competitor to provide customer service to a client (judge).
5. The member may use whatever paper and writing utensil they deem appropriate, so long as the paper is blank at the beginning of the event.
6. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Computer Animation - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Utilize computer animation to create an informational video on how to get a job. At minimum, the video must include information on the following components:

1. *Where to find information on job openings*
2. *Writing a resume and cover letter*
3. *Completing application forms*
4. *How to present yourself in a job interview*
5. *Tips for a successful job interview*

Answer the following questions, with each answer being no more than 250 words

- a. How were various graphics used in the video related to the topic of obtaining a job?
- b. How were various animations used in the video related to the topic of obtaining a job?
- c. Describe at least 4 items of the following: pre-production process, scenario, production process, post-production process, software(s), technique(s), and hardware(s).

Emerging Business Issues - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: There has been an increase in the publication of world issues on social media and news media platforms. Media bias has affected big businesses, sports, law enforcement departments, and our ideals as a society.

Answer the following questions, with each answer being no more than 250 words

- a. Discuss how this trend of news search affects how our society views current issues in our country.
- b. Discuss the negative effects of media biases and how they are shaping our future generations.
- c. Discuss the positive aspects of how the media sheds light on issues going on in our country today.

Impromptu Speaking - Scheduled Video Presentation from April 14-16, 2020 10:00AM-5:00PM

1. Member should select a time slot from the [time selection form](#).
 - a. The judge will email the member a Zoom video call link for the scheduled time.
2. When the member calls in, they will be allowed to ask questions of the judge about the experience/process before receiving their prompt.
3. The speech topic will be provided on screen. The judge will also serve as the moderator as the student prepares for 10 minutes before performing for up to 4 minutes.
 - a. The judge will warn the student 3 minutes and 4 minutes into the performance. There is a penalty for going over time, as outlined on the rating sheet.
4. The speech topic may relate to one or more of the following: FBLA-PBL Goals, activities, national programs; current events; and/or relevant business topics.
5. The member may use whatever paper and writing utensil they deem appropriate, so long as the paper is blank at the beginning of the event.
6. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Integrated Marketing Campaign - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Answer the following questions, with each answer being no more than 250 words

- a. State the product or service. Analyze the target market and their needs.
- b. Describe advertising and marketing materials and how the target market will react to them.
- c. Explain how the campaign stresses product or service's appeal to the target market, and explain how the benefits match the consumer needs.

Public Speaking - Video Submission by April 23, 2020 5PM to [Judgify](#)

1. The member should record a video of himself or herself performing their prepared speech.
 - a. The member may use any camera deemed appropriate for their needs.
2. The 5-minute speech must be of a business nature and must be developed from one or more of the FBLA-PBL Goals. The video should be one continuous recording.
 - a. There is a penalty for going time, as outlined on the rating sheet.
3. When delivering the speech, competitors may use 2 notecards prepared before the event.
4. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
5. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Social Media Challenge - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Soft skills are sometimes referred to as transferable skills or professional skills. PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Create a social media campaign demonstrating how PBL engages and prepares its members while developing these soft skills. Plan for a minimum of three different social media platforms that shows what PBL does to develop these soft skills. (NOTE: No live social media accounts should be created for this event.)

Answer the following questions, with each answer being no more than 250 words

- a. Describe a sample post(s) that you would create on 3+ different platforms.
- b. Explain which design elements, which word choices, and which developmental features would be the most important to include in a social media challenge on soft skills.
- c. How large is the target social media audience in your area, and how might you expect engagement to grow overtime on the platforms?

Strategic Analysis & Decision Making - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: SkyWest, Inc. is headquartered in St. George, Utah and operates under SkyWest Airlines and ExpressJet. "Through SkyWest Airlines and ExpressJet, we offer scheduled passenger service with approximately 2,980 daily departures to destinations in the United States, Canada, Mexico and the Caribbean. Substantially all of our flights are operated as Delta Connection, United Express, American Eagle or Alaska Airlines flights under code-share arrangements (commercial agreements between airlines that, among other things, allow one airline to use another airline's flight designator codes on its flights) with Delta, United, American or Alaska, respectively. SkyWest Airlines and ExpressJet generally provide regional flying to our major airline partners under long-term, fixed-fee, code-share agreements." (SkyWest, Inc. 10K, February 26, 2018). Utilize a subset of the following strategic tools to develop a recommended strategy to take advantage of the strengths of SkyWest, Inc. or negate the weaknesses of SkyWest, Inc. You will present the recommended strategy and the analysis utilized to develop the strategy.

Answer the following questions, with each answer being no more than 250 words

- a. Analyze the internal (financial, value chain, etc.) and external (macro, industry, competition, etc.) environments.
- b. How does being an airline or the airline industry affect the strategic decision making process?
- c. Provided possible strategies, state some alternatives, and address stakeholders' concerns.

Website Design - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: You are celebrating PBL members. Develop a website that demonstrates how members are engaged in PBL while highlighting their successes. How are members meeting the goals, mission, and values of PBL? The website should be informational for potential members, employers, and potential business partners. It should be celebratory in nature. This website could be for your local or state chapter. It should be different from the information presented on PBL's national website.

Answer the following questions, with each answer being no more than 250 words

- a. Explain which design elements and which developmental features would be the most important to include to fit the celebratory PBL website.
- b. What content was most important for you to include? Describe the information that is available on the website.
- c. Describe the usability as someone using the site for the first time: Site is compatible with multiple platforms, Site interactivity functions and is error-free, and Additional technologies are used appropriately.

Middle Level FBLA Questions or Submission Requirements

Community Service Project - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Answer the following questions, with each answer being no more than 250 words

- a. Describe the 5 Ws (who, what, when, where, how, and why) of the community service project.
Hint: The “why” is most often the goal of the project too.
- b. Describe how the project was developed and implemented, and how the chapter solved problems along the way.
- c. Describe the end result of the project, how the chapter felt, how the community was impacted, and if publicity was received.

Computer Slide Show Presentation - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: Create a computer slide show presentation on why it is important to have a personal budget to manage your finances.

Answer the following questions, with each answer being no more than 250 words

- a. What is a personal budget? What items might a student your age put on his/her budget?
- b. Why is having a personal budget important when preparing for a big expense like buying a car at 16?
- c. Describe what would make a computer slide show about personal budgets interesting to students your age. What features, animations, transitions, graphics, videos, etc., would you choose?

Creed Speaking - Video Submission by April 23, 2020 5PM to [Judgify](#)

Topic: Recite the FBLA-PBL Creed.

- *education is the right of every person.*
 - *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.*
1. The member should record a video of himself or herself performing their creed speaking.
 - a. The member may use any camera deemed appropriate for their needs.
 2. There is no time limit for this event, but the video should be on continuous recording.
 3. When delivering the speech, no note cards or reference materials are allowed.
 4. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Critical Thinking - 3 Standard Questions by April 23, 2020 5PM to [Judgify](#)

Topic: FBLA-PBL is governed by a Code of Ethics, which is defined as a set of guidelines issued by the organization that helps its members conduct their actions in a proper manner. This ensures that members respect the association and its name and that all members, regardless of the size of their school or the region of the country they live in, carry themselves in a similar fashion to represent the organization. The Code of Ethics for FBLA-PBL is as follows:

I will:

- *be honest and sincere.*
- *approach each task with confidence in my ability to perform my work at a high standard.*
- *willingly accept responsibilities and duties.*
- *seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.*
- *abide by the rules and regulations of my school.*
- *exercise initiative and responsibility and will cooperate with my employer and fellow workers.*
- *dress and act in a manner that will bring respect to me and to my school.*
- *seek to improve my community by contributing my efforts and my resources to worthwhile projects.*

Scenario

In this scenario, your FBLA-Middle Level chapter is planning a chapter meeting in which they will cover the Code of Ethics. Your chapter adviser has tasked you with determining how you can review the Code of Ethics in a manner that is meaningful and impactful to members. Your adviser has asked that you not simply review the Code of Ethics by reading it, but that you create instead a small game or educational activity that includes the Code of Ethics.

In this scenario, you are presenting to your adviser your final plan to review the Code of Ethics at the meeting, sharing with them your final game or educational activity.

Answer the following questions, with each answer being no more than 250 words

- a. How does your activity reinforce the FBLA-PBL Code of Ethics?
- b. Describe how you came up with your solution (i.e. what was your thought process)?
- c. How will the solution have positive and/or negative effects in the long-term (1-3 years from now)?

Elevator Speech - Video Submission by April 23, 2020 5PM to [Judgify](#)

Topic: You and other members of your FBLA-Middle Level chapter are on your way to your first National Leadership Conference. The woman sitting next to you on the airplane notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

1. The member should record a video of himself or herself performing their elevator speech.
 - a. The member may use any camera deemed appropriate for their needs.
2. The speech should be no longer than 30 seconds and should be shot as one continuous video.
3. When delivering the speech, no note cards or reference materials are allowed.
4. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.

Note: Handout portion and Q&A has been eliminated from this event.

Public Speaking - Video Submission by April 23, 2020 5PM to [Judgify](#)

1. The member should record a video of himself or herself performing their prepared speech.
 - a. The member may use any camera deemed appropriate for their needs.
2. The 3-minute speech must be of a business nature and must be developed from one or more of the FBLA-PBL Goals. The video should be one continuous recording.
 - a. There is a penalty for going time, as outlined on the rating sheet.
3. When delivering the speech, competitors may use 2 notecards prepared before the event.
4. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
5. The video should then be uploaded to Google Drive or Dropbox (link should be set to public) or uploaded to Youtube/Vimeo. Advisers will share the link to the video via Judgify.