2023-24 Competitive Events Guidelines
American Enterprise Project

American Enterprise Project provides chapter members with the opportunity to showcase their understanding of the economic system under which they live and to develop a concept in which they share it with their community. This competitive event consists of a pre-judged report and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members present the chapter project
Event Category: Chapter Event
Event Elements: Pre-judged Report & Presentation
Pre-judged Component: 17-page report due May 7, 2024
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items for preliminary and final round presentation
Equipment Provided by FBLA: Table for preliminary round presentation; table, power, projector & screen for final round presentation

District/Region/Section

Check with your District/Region/Section leadership for District/Region/Section-specific competition information.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged report, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 7, 2024.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2023-24) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2023 State Leadership Conference to the end of the 2024 State Leadership Conference.
    - The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
  - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is pre-judged before the NLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided

- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors/teams are randomly assigned to sections.
- o Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
  - ▪ Laptop
  - ▪ Tablet
  - ▪ Mobile phone
  - ▪ External monitor that is approximately the size of a laptop monitor
- o Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
    - ▪ Laptop
    - ▪ Tablet
    - ▪ Mobile phone
    - ▪ External monitor that is approximately the size of a laptop monitor
  - o The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.

- o Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

American Enterprise Project Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project specifically promotes local understanding of and support for the American Enterprise system	*Project is not an American Enterprise Project*	*Project promotes local understanding of OR shows how to support the American Enterprise system but not both*	*Project promotes local understanding of and support for the American Enterprise system*	*Project indicates future activities or steps that could be taken to further the work started*	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	*No evidence of planning, development, or implementation of project*	*Planning, development, OR implementation explanation is missing*	*Planning, development, and implementation activities / steps are clearly described*	*Planning, development, and implementation activities/steps are described and rationale for types of activities is given*	
	0 points	1-8 points	9-12 points	13-15 points	
Show evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*	
	0 points	1-8 points	9-12 points	13-15 points	
Report benefits to and degree of impact on the school and/or community	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and recommendations for change were given*	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	*Missing one or more sections and/or does not follow rating sheet*	*All information presented, but order inconsistent with rating sheet*	*Information arranged according to rating sheet*	*Presented in the correct order and includes written transitions between sections*	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	*Does not format document*	*Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos*	*Consistent formatting throughout the report*	*Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting*	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling errors, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

FBLA
Future Business Leaders of America

American Enterprise Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes project development and strategies used to implement project	No evidence of project development or strategies presented	Project development is explained briefly; very limited strategies are utilized	Project development is clearly outlined. More than one strategy is outlined.	Project development is clearly outlined. Strategies are chronological and clearly explained.	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	Chapter involvement is not explained	Participation was limited to a small number of members	The project was clearly a chapter project and participated in by multiple members	Entire chapter participated in the event and clear evidence is provided of the impact	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-9 points	10-16 points	17-20 points	
Evident of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and the team has created recommendations for change should the project be repeated	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	