2024-25 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 submitted by SLC due date and May 13, 2025, for NLC
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

Region

This event begins at the State Leadership Conference.

State

Reports are due uploaded to Blue Panda by the annual SLC due date. The reports will be prejudged as the preliminary score to determine finalists. The top ten (10) scoring reports chapters will present at the State Leadership Conference. Finalists will be announced the week of the conference if the event is on Friday; if the event is on Saturday, finalists will be announced at the opening session.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year or prior to regional competition, whichever comes first.
- Members must be registered for the SLC/NLC and pay the conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.

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- Each chapter may submit one entry for SLC; each state may submit four entries for national competition.
- 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) at the national level. SLC competitors may compete in one objective test/one performance event/ and one chapter event.
- 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 (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the before the Opening Session of SLC/NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10/NLC; 5/SLC.
- The American Enterprise Project award is named after Edward D. Miller. Dr. Miller was the first president and chief executive officer of Future Business Leaders of America. He served in the role for 30 years, until his retirement in 1997.

Event Administration
- This event has two parts: pre-judged report, and presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by the annual SLC Due Date for state competition and by May 13, 2025, for national competition.
  - **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 (2024-25) 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 2024 State Leadership Conference to the end of the 2025 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.
- Restricted Items: QR codes and links cannot be included in the report.
  - o Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
  - o Pages must be formatted to fit on 8 ½" x 11" paper.
  - o Reports should follow the rating sheet sequence.
  - o The report is judged before the SLC/NLC.
  - o 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.
- Presentation
  - o **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 The presentation is judged at the SLC/NLC. Presentations are not open to conference attendees.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - o Non-technology Items: Pre-judged reports, materials, notecards, 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 Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring

- The report score will be used to determine the finalists.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the SLC/NLC.

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 Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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FBLA
Future Business Leaders of America

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)	*Had more than specified page count, 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, correct page count, 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:

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	
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	1-2 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: