

# 2023–24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



Future Business Educator provides competitors with the opportunity to demonstrate their skills in the training world, either through training in the business world or a more traditional business education field. This competitive event consists of pre-judged and presentation components.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Presentation

**Event Elements:** Pre-judge and Presentation

**Pre-judged Component:** Resume, Cover Letter and Lesson Plan due May 7, 2024

**Presentation Time:** 3-minute set-up, 10–15-minute lesson plan presentation, 10-minute interview

**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

**Equipment Provided by Competitors:** Technology, presentation items for both the preliminary and final round presentation

**Equipment Provided by FBLA:** Table for preliminary round presentation and final round presentation

### 2023–2024 Topic

AI and You. How does Artificial Intelligence impact individuals as they prepare for college and/or career? Develop a training or lesson plan that teaches the benefits and risks of artificial intelligence.

### 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](http://www.fbla.org).

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15<sup>th</sup> of the current program 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 to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component. They must also set up their presentation by themselves.

# 2023–24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital 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 event schedules cannot be changed. Some competitive events start prior to the Opening Session of the 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 a pre-judge, preliminary and final presentation round. If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter, resume and lesson plan must be uploaded in the conference registration system by May 7, 2024.
  - Cover Letter Specifics
    - Not to exceed one page.
    - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit High School, 1640 Franklin Place, Washington, DC 20041
    - *Note: Merit High School is a fictitious school*
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor’s work, work-based learning and volunteer experience.
    - Photographs are not allowed.
  - Lesson Plan Specifics
    - The lesson plan should not exceed three (3) pages.
    - The lesson plan should account for one full class period.
    - The lesson plan can be formatted as the competitor chooses.
  - Competitors must prepare resume, cover letter and lesson plan. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½” x 11” paper.
  - The pre-judge materials are pre-judged before the NLC.
  - Pre-judged materials will not be returned.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Lesson Plan Presentation Time:** 10-15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided

# 2023-24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



- The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
- Competitors/teams are randomly assigned to sections.
- 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
- 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.
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Judges will play the role of students. Competitors will select one part of their lesson plan to teach to the judges during the 10-15-minute presentation time.
- After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Lesson Plan Presentation Time:** 10-15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of competitors from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - 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
  - 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.
  - Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).

# 2023–24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



- 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.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Judges will play the role of students. Competitors will select one part of their lesson plan to teach to the judges during the 10-15-minute presentation time.
- After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.

### *Scoring*

- The pre-judge score will be added to the preliminary presentation score to determine the finalists.
- The normalized pre-judge score (using standard deviation) will be added to the final presentation score to determine the winners.
- If only one section, the pre-judge score will be added to the final presentation score to determine the winners.
- The pre-judge 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 to arrive for their assigned presentation time.

# 2023-24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



### Future Business Educator Pre-Judged Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Lesson Plan</b>					
<b>Business and Academic Standards</b>	<i>No standards identified</i>	<i>Standards are identified, but not business or academic related</i>	<i>Standards are identified, either business OR academic</i>	<i>Business standards are identified and connected to common core academic standards</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Objectives (Competencies &amp; Presentation Indicator)</b>	<i>No objectives listed</i>	<i>Objectives are identified, may not be specific &amp; measurable</i>	<i>Objectives are identified and are specific and measurable</i>	<i>Objectives are identified and relate to meaningful skills or concepts essential to student learning</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcome &amp; Measurement</b>	<i>No outcome or measurement listed</i>	<i>An outcome and measurement is listed</i>	<i>The measurement of the outcome reflects objectives</i>	<i>The measurement of outcome reflects a variety of assessment types and/or methods</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Resources &amp; Materials</b>	<i>Resources &amp; materials are not listed or not appropriate</i>	<i>Resources &amp; materials are listed, not effectively implemented</i>	<i>Range of resources and materials are listed with specific citation information</i>	<i>Resources and materials are selected and/or designed to meet diverse learning needs</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Instructional Activities</b>	<i>Plan of activities is so vague or generalized that it is unusable</i>	<i>Plan of activities lack elements or details for effective delivery</i>	<i>Plan of activities is clear and designed to promote critical thinking, problem solving or creativity</i>	<i>Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Application Materials</b>					
<b>Cover Letter: States job applying for</b>	<i>No job stated</i>	<i>Job stated does not match qualification</i>	<i>States job and shows match of award to qualifications</i>	<i>States job and shows match of job to qualifications with demonstrated experience</i>	
	0 points	1 point	2-3 points	4 points	
<b>Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.</b>	<i>No self-promotion included</i>	<i>Describes skills and academic achievements, but no volunteerism or experience included</i>	<i>Describes skills, academic achievements, and volunteerism or experience</i>	<i>Describes skills, academic achievements, and multiple volunteerism or experiences</i>	
	0 points	1-3 points	4-6 points	7-8 points	
<b>Cover Letter: States that the resume is included with the letter and asks for interview</b>	<i>No resume statement nor interview requested</i>	<i>States resume included but does not ask for interview</i>	<i>States resume is included and asks for interview</i>	<i>States resume is included, asks for interview, provides opportunity to request more information</i>	
	0 points	1 point	2-3 points	4 points	
<b>Resume: Targets job</b>	<i>No job targeted</i>	<i>Targeted job does not match cover letter</i>	<i>Targeted job matches cover letter</i>	<i>Resume supports targeted job on cover letter</i>	
	0 points	1 point	2-3 points	4 points	
<b>Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes</b>	<i>Resume is unreadable</i>	<i>Resume design is distracting</i>	<i>Resume is reader friendly</i>	<i>Resume is professional in design for targeted award</i>	
	0 points	1-3 points	4-6 points	7-8 points	

# 2023-24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Resume: Includes education, activities, and volunteerism or experience information</b>	<i>No education, activities, volunteerism, experience information listed</i>	<i>One section included</i>	<i>Two sections included</i>	<i>Three or more sections support targeted job</i>	
	0 points	1-3 points	4-6 points	7-8 points	
<b>Resume: Brief, concise information</b>	<i>Resume is longer than two pages</i>	<i>Information provided, but in paragraph form</i>	<i>Sections are clearly identified with organized information</i>	<i>Clearly identified and organized information in each section supports targeted job</i>	
	0 points	1 point	2-3 points	4 points	
<b>Spelling &amp; Grammar: All documents are free of spelling, punctuation, and grammatical errors</b>	<i>Three or more errors</i>	<i>Two errors</i>	<i>No spelling errors, and not more than 1 punctuation or grammatical error</i>	<i>No spelling or grammatical errors, and not more than 1 punctuation error</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Pre-judged Materials Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:

Comments:

# 2023-24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



### Future Business Educator Presentation & Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Lesson Plan Presentation</b>					
Demonstrated knowledge of subject matter	<i>No knowledge of the subject matter demonstrated</i>	<i>Demonstrated limited understanding of the subject matter</i>	<i>Demonstrated understanding of the subject matter</i>	<i>Demonstrated extensive understanding of the subject matter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material met the objectives of the lesson plan	<i>Presented material was not included</i>	<i>Presented material was included, but not connected to the lesson plan objectives</i>	<i>Presented material was included and connected to the lesson plan objectives</i>	<i>Materials meet the objectives and accommodate learner differences</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material appropriate for audience and subject	<i>Activities/materials are not included or not appropriate for the grade level or topic</i>	<i>Activities/materials are included but do not give students clear opportunities for guided practice</i>	<i>Activities/materials are included and give students opportunities for practice</i>	<i>Activities/materials engage and motivate students with opportunities to demonstrate skills</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented interesting, motivating, and creative lesson plan	<i>Lesson plan is unorganized</i>	<i>Lesson plan is organized</i>	<i>Lesson plan is organized; and interesting, motivating, OR creative</i>	<i>Lesson plan is organized, interesting, motivating, and creative and presented professionally</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Lesson Plan Presentation Skills</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and closing</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Interview</b>					
Demonstrates the ability to understand and respond to interview questions	<i>Does not answer questions</i>	<i>Answers are not relevant to questions asked</i>	<i>Answers are relevant to the questions asked</i>	<i>Answers are relevant and fully support knowledge of position/duties</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Relates previous experiences/activities with position's duties and skills necessary to succeed	<i>No evidence of previous experience/activities</i>	<i>One previous experience/activity mentioned but not related to position's duties or skills necessary for success</i>	<i>One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success</i>	<i>Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success</i>	
	0 points	1-8 points	9-12 points	13-15 points	

# 2023-24 Competitive Events Guidelines

## Future Business Educator (Collegiate)



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Possesses knowledge about the position and career field	<i>No evidence of position or career field knowledge</i>	<i>Has limited knowledge of the organization or understanding of the position</i>	<i>Comprehensive knowledge of the organization or understanding of the position demonstrated</i>	<i>Extensive knowledge of both the organization and career field demonstrated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	<i>No questions asked</i>	<i>Questions asked, but is not related to the organization or understanding of the position</i>	<i>Questions asked that are related to the organization or understanding of the position</i>	<i>Questions asked that are directly related to both the organization and understanding of the position</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Interview Skills</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (200 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					