

# 2023–24 Competitive Events Guidelines

## Partnership with Business Project



Partnership with Business Project provides chapter members with the opportunity to share their chapter's development and implementation of an innovative, creative, and effective partnership with a business to benefit the greater good. 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

**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

**Equipment Provided by FBLA:**

- State – Look for updates from California FBLA before the conference
- National – Table for preliminary round presentation; table, power, projector & screen for final round presentation

### State

- **Number of Competitors per Chapter:** Each local chapter may enter **one team of one (1), two (2) or three (3) members.**
- At the State Leadership Conference, Partnership with Business Project consists of two parts:
  - a pre-judged report
  - and a live, 7-minute final presentation for the top-8 teams.
- Competitors are required to complete all parts for award eligibility.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- **Scoring:**
  - **Pre-judged Report:** A panel of judges will score the reports using the rating sheet. All decisions of the judges are final.
  - **Presentation:** A panel of judges will score the performances using the presentation sheet. All decisions of the judges are final.
  - **Final Score:** The final score will be **out of 200 points:** 100 points for the pre-judged report + 100 points for the presentation.
  - Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
  - Five points may be deducted for each instance of not following guidelines.

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



- **Pre-judged Guidelines:**
  - **Deadline:** Advisers must submit pre-judged PDF reports in Blue Panda by 4:59 p.m. Pacific on **February 23, 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.
    - In the remaining fifteen (15) pages, share the following content:
      - Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
      - Describe planning, development, and implementation of project.
      - Provide examples of publicity and recognition for the project.
      - Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
      - Evaluate the project for its impact on the chapter, business, and community.
    - 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.
  - 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.
- **Live Presentation Guidelines:**
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
  - Competitors may not view other competitors' presentations in their event.

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



### 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 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, 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
    - Reports should follow the rating sheet sequence.
    - 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.
    - In the remaining fifteen (15) pages, share the following content:

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



- Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
- Describe planning, development, and implementation of project.
- Provide examples of publicity and recognition for the project.
- Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
- Evaluate the project for its impact on the chapter, business, and community.
  - 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.
- 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.
- 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
  - 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'.
  - Competitors/teams are randomly assigned to sections.
  - 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.
  - 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
  - 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.

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



- When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects of the project:
  - Description of the partnership goals and planning activities
  - Roles of business leaders and chapter members in developing and implementing the partnership
  - Results, concepts learned, and impact of the project
  - Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
  - Examples of publicity and recognition received as a result of the partnership
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - 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.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - 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
  - 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.
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.

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- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Presentation should cover the following aspects of the project:
  - Description of the partnership goals and planning activities
  - Roles of business leaders and chapter members in developing and implementing the partnership
  - Results, concepts learned, and impact of the project
  - Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
  - Examples of publicity and recognition received as a result of the partnership

### *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.

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



### Partnership with Business Project Pre-judge Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Goals</b> Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>Partnership goals are listed but not well defined</i>	<i>Project has specific partnership goals</i>	<i>Project has quantitatively defined goals and indicate future activities or steps that could be taken to further the work started</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Roles &amp; Responsibilities</b> Explain the responsibilities of the business and chapter leaders	<i>Roles &amp; responsibilities were not explained or included</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included but not explained in detail</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included and explained</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included, explained and evident throughout the entire project</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Planning, Development, and Implementation</b> Describe planning, development, and implementation of project	<i>Planning is not evident or included</i>	<i>Planning explanation is not clearly described</i>	<i>Planning activities/steps are clearly described</i>	<i>Planning activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Development is not evident or included</i>	<i>Development explanation is not clearly described</i>	<i>Development activities/steps are clearly described</i>	<i>Development activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Implementation is not evident or included</i>	<i>Implementation explanation is not clearly described</i>	<i>Implementation activities/steps are clearly described</i>	<i>Implementation activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Publicity</b> Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity included in the report without evidence</i>	<i>Information about publicity included in the report with evidence</i>	<i>Information about multiple examples of publicity included in the report with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcomes</b> Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Evaluation</b> Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Report shows partial evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Format</b>					
Report is arranged in the correct order and length according to the guidelines	<i>Missing one or more sections and/or does not follow rating sheet or exceeds the limit of 17 pages total</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet and page limits</i>	<i>Presented in the correct order with clear written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design of the report	<i>Report is not formatted</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Consistent formatting throughout including advanced skills such as full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	

**Report Total (100 points)**

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

Comments:



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### Partnership with Business Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Goals</b> Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>1-2 partnership goals involving a business and FBLA chapter that are not well defined</i>	<i>3-4 partnership goals involving a business and FBLA chapter that are well defined</i>	<i>5 or more partnership goals involving FBLA chapter and a business that are well defined</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Roles &amp; Responsibilities</b> Explain the responsibilities of the business and chapter leaders	<i>No leadership roles explained</i>	<i>Unclearly explains or is missing the roles &amp; responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains roles &amp; responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains the roles &amp; responsibilities of the business and chapter leaders showing continuous involvement throughout entire project</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Planning, Development, and Implementation</b> Describe planning, development, and implementation of project	<i>Planning, development, and implementation process not explained</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process.</i>	<i>Clearly explains planning, development, implementation process including rationale with evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Publicity</b> Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity without evidence</i>	<i>Information about publicity with evidence</i>	<i>Multiple examples of publicity with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcomes</b> Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Evaluation</b> Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Evaluations provide unclear impact on the chapter, business, and community</i>	<i>Thorough evaluations and its impact on the chapter, business, and community</i>	<i>Thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</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 (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					