2021-2022 Wisconsin State Leadership Conference
Competitive Event Guidelines

State Awards Program

http://dpi.wi.gov/fbla/competition

Table of Contents

Introduction To Competitive Events

All event participants must reference the National Guidelines first for overview, eligibility, registration, guidelines, event topics and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

Please note the following list of competitive events as annual changes at the National level impact guideline requirements and the dates of submissions. Any event materials not submitted by the deadline will result in the cancellation of conference registration and member(s) will not be permitted to attend the SLC.

Updated Procedures & Events

- Advisers (school site) and adviser in collaboration with parent proctor (home site) will be permitted to administer state exams using procedures required for online objective test events and prejudged skill event tests.
- The national website https://www.fbla-pbl.org/fbla/competitive-events/ details the following
  - Event Changes
  - Event Scoring Rubrics
  - Event Topics

SLC Objective Tests

- All objective tests will be completed at the conference.

SLC Prejudged Skill Events Taken During Test Window-February 22- March 2, 2022

- Computer Applications (2 Hours)
- Database Design & Applications (1 Hour)
- Spreadsheet Applications (1 Hour)
- Word Processing (1 Hour)

SLC Pre-Judged Events - Due to be submitted online by 4 PM on March 2, 2022

- American Enterprise Project
- Business Financial Plan
- Business Plan
- Community Service Project
- Digital Video
- Local Chapter Annual Business Report (Ray Rupple Award)
- Partnership with Business Project
- 3-D Animation
- Digital Video Production
- Job Interview
- Future Business Leader
- Business Ethics (One Page Exec. Summary)

SLC Proctor Form

The "SLC 2022 Proctor Form" must be submitted online for State Leadership Conference entries for online objective test and skill production test events. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at **LINK COMING SOON**.

SLC Video Submission Entry Form

The "SLC 2022 Video Submission Entry Form" must be submitted online for State Leadership Conference entries for presentation, speaking, and demonstration events. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at **LINK COMING SOON**.

SLC Video Submission – Collaborative Team Top 8 Finalists Only Entry Form

The "SLC 2022 Video Submission Entry Form" must be submitted online for State Leadership Conference entries for presentation, speaking, and demonstration events. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at **LINK COMING SOON**.

Statement Of Assurances Event Entry Form

The "Statement of Assurances Event Entry Form" must be submitted online for all State Leadership Conference entries. A Statement of Assurance Event Entry Form must be submitted for each respective event. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at **LINK COMING SOON**.

SLC PDF Submission Entry Form

The "SLC 2022 PDF Submission Entry Form" must be submitted online for State Leadership Conference events. The form may be accessed online through the conference link on the Wisconsin FBLA homepage, use the direct link to the form online at **LINK COMING SOON**.

Substitution Form/Cancellation Request Form
SLC/NLC

Deadline March 1, 2022 Notes:

- All substitutions must be reported using this form by this date to support event system requirements for our online testing system and online judge scoring system.
- Cancellation notices received by this date will result in the notification of the next event qualifier (place 4 or place 5).
- After this date, cancellations will be processed directly by faculty advisers by removing participants in the registration system by March 2.

This form is available online directly at **LINK COMING SOON.**

SLC Local Adviser Procedures & Responsibilities Form

It is required of each local adviser attending the SLC to read and sign a copy of this form. This form must be **submitted to the State Office by the first Wednesday in March** for all advisers in attendance.

1. Local advisers are expected to assist in the administration of the State Leadership Conference competitive events, workshops, at SLC. If a student member will be participating in competitive events from home due to local school restrictions, then the adviser will be the primary contact for Wisconsin FBLA and the local adviser may be expected to coordinate with a parent/guardian proctor.

2. Local advisers are responsible for distributing and reviewing competitive event guidelines and conference procedures to their students. Each local adviser should establish a local policy with students prior to the conference in order to meet this regulation.

3. The local adviser acknowledges that all student members are registered paid members through the FBLA-PBL, Inc. national office with active state and national membership affiliation. Additionally, the local adviser is responsible to verify the identity of any conference participants that are accurately reflected in the conference registration submitted prior to participation.

4. Use of tobacco, consumption of alcohol, or illegal possession of controlled substances will not be allowed in association with direct or indirect participation with conference-related activities. Any known violations must be addressed by the local school administration in accordance with local district policy and procedures.

5. The local adviser is responsible for the supervision of their delegates' conduct and shall be available to their students at all times. As displayed below, the FBLA-PBL Code of Ethics guides both adviser and responsibility for the oversight of student member conduct for any areas not explicitly referenced.
    - 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.

6. The local principal and/or designated administrator will be contacted in emergency situations if the local adviser cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include but are not limited to: accidents, possession of drugs or alcohol, breaking conference rules, student health, or family emergencies.

I have read and fully understand the FBLA State Leadership Conference LOCAL ADVISER PROCEDURES AND RESPONSIBILITIES and agree to comply with these guidelines.

Adviser's Signature	Principal's Signature
Adviser's Printed Name	Principal's Printed Name
Chapter Name	

In case of emergency, the following local administrators should be contacted:

1st Contact	2nd Contact
Name	Name
Title	Title
School Phone (Area/No.) ( ) -	School Phone (Area/No.) ( ) -
Home/Cell Phone (Area/No.) ( ) -	Home/Cell Phone (Area/No.) ( ) -

NOTE: A COPY OF THIS FORM MUST BE SUBMITTED FOR EACH ADVISER ATTENDING THE SLC. ORIGINAL FORMS MUST BE SUBMITTED TO THE STATE OFFICE BY THE **FIRST WEDNESDAY IN MARCH**.
This signature page must be provided in a signed digital format
to Wisconsin FBLA using this submission link: LINK COMING SOON.
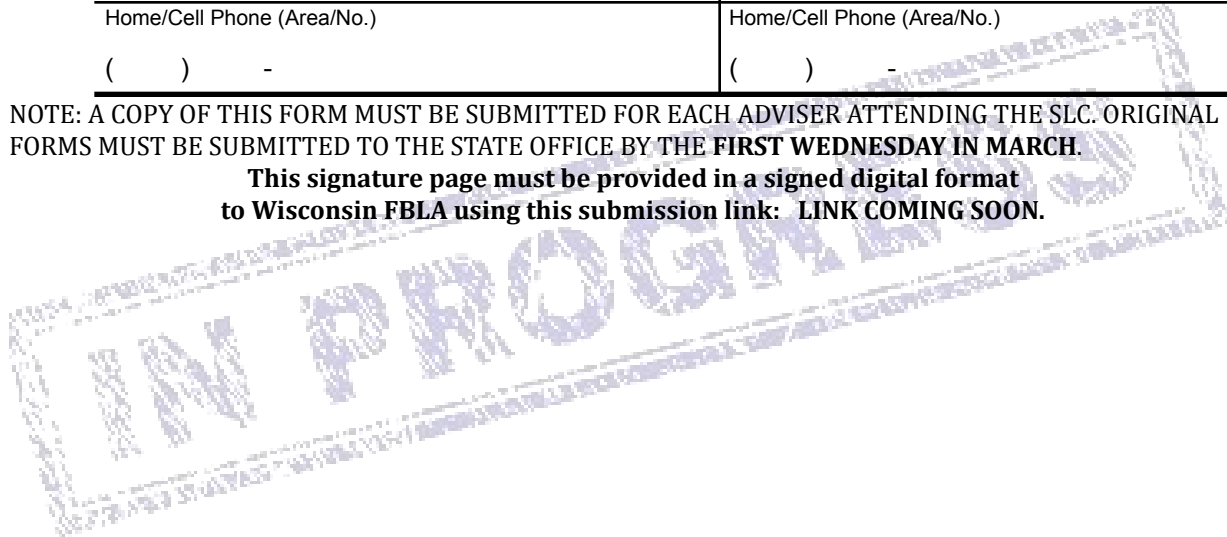
2022 Wisconsin Competitive Event Breakdown

Note: Performance events that have less than 10 submissions may be modified at SLC with results based only upon prejudged materials.
Events that are titled "Introduction to-"are for 9th and 10th students only.
<u>Key:</u> *R/S = Regional & State Level Event   S = State Level Event Only   N = National Level Event Only*
** Required Pre-Conference = Prejudged Submission (See https://dpi.wi.gov/fbla/conferences/slc/deadlines)*
** Required Pre-Conference = Skill Production Testing Window (See https://dpi.wi.gov/fbla/conferences/slc/deadlines)

Event	Participant(s)	R/S/N	Event Type
3-D Animation	Individual or Team	S	Project URL on Statement of Assurance* Performance at SLC with Q&A
Accounting I	Individual	R/S	Objective Test
Accounting II	Individual	R/S	Objective Test
Advertising	Individual	R/S	Objective Test
Agribusiness	Individual	R/S	Online Test for Regionals Objective Test
American Enterprise Project	Chapter	S	Report PDF & Presentation* Performance at SLC with Q&A
Banking & Financial Systems	Individual or Team	R/S	Objective Test Performance by Top 8 Teams at SLC
Broadcast Journalism	Individual or Team	R/S	Performance with Q&A
Business Calculations	Individual	R/S	Objective Test
Business Communications	Individual	R/S	Online Test for Regionals Objective Test
Business Ethics *modified*	Individual or Team	R/S	Online Test for Regionals Objective Test, One page Executive Summary Submission* Performance by Top 8 Teams at SLC
Business Financial Plan	Individual or Team	R/S	Report PDF & Presentation* All Reports Judged; Top 8 Reports will have Presentations Judged with Q&A
Business Law	Individual	R/S	Objective Test
Business Management	Individual or Team	R/S	Objective Test Performance at SLC with Q&A
Business Plan	Individual or Team	R/S	Report PDF & Presentation* All Reports Judged; Top 8 Reports will have Presentations Judged with Q&A
Client Service	Individual	R/S	Interactive Role Play
Coding & Programming *modified*	Individual or Team	S	Demonstration with Q&A
Community Service Project	Chapter	S	Report PDF & Presentation* All Reports Judged; Top 8 Reports will have Presentations with Q&A
Computer Applications	Individual	R/S	Skill Event Test and Objective Test**
Computer Game & Simulation Programming	Individual or Team	S	Demonstration with Q&A
Computer Problem Solving	Individual	R/S	Objective Test
Cyber Security	Individual	R/S	Online Test for Regionals Objective Test
Data Analysis (New)	Individual or Team	R/S	Performance with Q&A
Database Design & Applications	Individual	R/S	Skill Event Test and Objective Test**
Digital Video Production	Individual or Team	R/S	Project URL on Statement of Assurance & Performance* Prelims and Finals at SLC with Q&A
E-Business *Modified*	Individual or Team	R/S	Demonstration–Q&A
Economics	Individual	R/S	Objective Test
Electronic Career Portfolio	Individual	R/S	Performance- Q&A
Entrepreneurship	Individual or Team	R/S	Objective Test Performance by Top 8 Teams
Future Business Leader	Individual	R/S	Online Test for Regionals

			Objective Test; Cover Letter/Resume Submission Prejudged* Performance
Graphic Design	Individual or Team	R/S	Performance -Q&A
Health Care Administration	Individual	R/S	Objective Test
Help Desk	Individual	R/S	Online Test for Regionals Objective Test Performance by Top 8 Individuals
Hospitality & Event Management	Individual or Team	R/S	Online Test for Regionals Objective Test Performance by Top 8 Teams
Human Resource Management (New)	Individual	R/S	Online Test for Regionals Objective Test
Impromptu Speaking	Individual	R/S	Interactive Role Play
Insurance & Risk Management	Individual	R/S	Objective Test
International Business	Individual or Team	R/S	Objective Test Performance by Top 8 Teams
Introduction to Business Concepts *Modified*	Individual	R/S	Objective Test
Introduction to Business Communication	Individual	R/S	Objective Test
Introduction to Business Presentation	Individual or Team	R/S	Performance with Q&A
Introduction to Business Procedures	Individual	R/S	Online Test for Regionals Objective Test
Introduction to Event Planning	Individual or Team	R/S	Online Test for Regionals Objective Test Performance by Top 8 Teams
Introduction to FBLA	Individual	R/S	Objective Test
Introduction to Financial Math	Individual	R/S	Online Test for Regionals Objective Test
Introduction to Information Technology	Individual	R/S	Objective Test
Introduction to Parliamentary Procedure	Individual	R/S	Objective Test
Introduction to Public Speaking	Individual	R/S	Performance
Introduction to Social Media Strategy	Individual or Team	R/S	Performance with Q&A
Job Interview	Individual	R/S	Cover Letter/Resume Submission Prejudged*; *Live Interview*
Journalism	Individual	R/S	Online Test for Regionals Objective Test
LifeSmarts	Team of 2	N	NA
Local Chapter Annual Business Report	Chapter	S	Report PDF & Presentation* Performance with Q&A
Management Information Systems	Individual or Team	R/S	Objective Test Performance by Top 8 Teams
Marketing	Individual or Team	R/S	Online Test for Regionals Objective Test Performance by Top 8 Teams
Mobile Application Development	Individual or Team	S	Demonstration w/ Q&A
Network Design	Individual or Team	R/S	Objective Test Performance by Top 8 Teams
Networking Infrastructures	Individual	R/S	Online Test for Regionals Objective Test
Organizational Leadership	Individual	R/S	Online Test for Regionals Objective Test
Parliamentary Procedure	Team of 4 or 5	R/S	Objective Test Performance by Top 8 Teams
Partnership with Business Project	Chapter	S	Report PDF & Presentations* Prelim and Finals
Personal Finance	Individual	R/S	Online Test for Regionals

			Objective Test
Political Science	Individual	R/S	Online Test for Regionals Objective Test
Public Service Announcement	Individual or Team	R/S	Performance Q&A
Public Speaking	Individual	R/S	Performance Q&A
Publication Design	Individual or Team	R/S	Performance Q&A
Sales Presentation	Individual or Team	R/S	Performance Q&A
Securities & Investments	Individual	R/S	Online Test for Regionals Objective Test
Social Media Strategies	Individual or Team	R/S	Performance Q&A
Sports & Entertainment Management	Individual or Team	R/S	Online Test for Regionals Objective Test Performance by Top 8 Teams
Supply Chain Management	Individual	R/S	Online Test for Regionals Objective Test
Spreadsheet Applications	Individual	R/S	Skill Event Test and Objective Test**
UX Design (New)	Individual	R/S	Online Test for Regionals Objective Test
Virtual Business Finance Challenge	Individual or Team	N	n/a
Virtual Business Management Challenge	Individual or Team	N	n/a
Web Site Design	Individual or Team	R/S	Demonstration – With Q&A
Wisconsin Future Business Educator	Individual	S	Project submission and adviser validation statement.* Non-Competitive Completion Recognition
Who's Who in FBLA	Individual	S	Chapter Nomination, FBLA resume, FBLA Self-Scoring* Rubric, & Adviser Validation Statement
Word Processing	Individual	R/S	Skill Event Test and Objective Test**
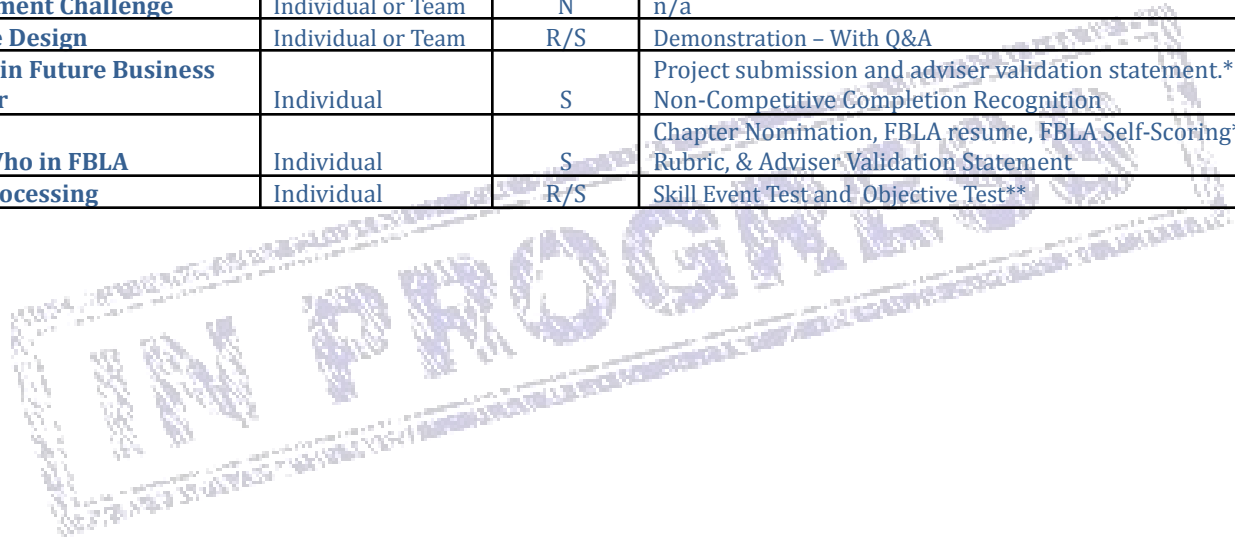
Who's Who in FBLA

Special Recognition
(Does not count as a competitive event)

Overview: The **Who's Who in FBLA** distinction is a high honor bestowed upon a local chapter member for outstanding contributions to their local or state Future Business Leaders of America chapter. Each chapter is encouraged to select a member for this special award.

To compete for the Wisconsin Nominee for National Who's Who distinction, entries must be submitted online at LINK COMING SOON.

Eligibility

- Levels of Who's Who Recognition:
  - Local Chapter Nominee – one member per chapter and any state officers in good standing will be included in the Parade of Who's Who recipients prior to the Awards of Excellence session at the State Leadership Conference.   Submission of materials is encouraged to be considered for as the State Representative but is not required for this local chapter recognition. Faculty advisers will be requested to submit the name of your local chapter nominee with your conference registration.
  - State Representative – one submission per chapter by the **first Wednesday in March**. The individual member who attains the highest score on the rubric will be recognized at the State Leadership Conference and represent Wisconsin at the National Leadership Conference.
- A Who's Who candidate for state/national recognition MUST have completed at least one level of the Business Achievement Awards System.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA and Future Business Educator do not count as an event.
- A member may be submitted for this distinction and choose not to "compete" for the State/National Who's Who in FBLA classification.

Regulations

- The nominee will be selected in accordance with the rules and regulations of the state and national guidelines.
- Resumes will be reviewed for adherence to the stated criteria for nomination. The selection of the Wisconsin nominee to the National Who's Who will be based upon the rating sheet. In addition, the local adviser's self-composed statement validating the information contained in the resume must be received.
- Scores will be validated by the Wisconsin FBLA state office and the top five scoring members will receive state recognition. Member/Chapter participation records will be verified by the State Office records.
- The individual selected as the first-place winner in this event becomes Wisconsin's entry for national recognition as our state winner.
- Local Who's Who designee should be honored at the chapter's banquet, recognition assembly or other activity and will receive recognition at SLC.
- It is not required that a chapter's nominee be in attendance at the SLC. In addition, it is recommended but not required that Wisconsin's Who's Who candidate for national recognition be in attendance at the national conference.

Pre-Conference Requirements
- A resume identifying the individual's involvement as specified in the criteria must be prepared. The resume must be prepared in a standard resume format. The activities section must follow the headings shown on the rating sheet. This resume may exceed the one- to two-page restriction.
- The local adviser must sign a self-composed statement validating the information contained in the resume. This should not be a letter of recommendation but rather a statement confirming the information. The student is disqualified from the event if the adviser's validation is not submitted.
- The resume, cover letter and adviser letter of validation for the chapter's nominee must be submitted using the online form by **March 2, 2022 4:00 PM.**
- State officers are not required to be nominated by the chapter for Local Chapter Recognition; however, if a chapter desires to submit a state officer as their entry for Who's Who State Recognition then all materials must be submitted and the state officer must be registered for this event.
- Selection of Wisconsin's nominee for National Who's Who is based upon the criteria below and all activities must be completed during the high school experience and prior to the time of submission. No credit will be recognized for activities that will be completed after the submission deadline such as a member plans to attend the upcoming State or National Leadership Conference. Additionally, all Business Achievement and Community Service Awards must be submitted and verified by the national office prior to the submission date.

Who's Who in FBLA Rating Sheet

Grades 9-12 Experiences ONLY	Possible Points	Points Earned	Max Pts. Poss.
Paid Member of FBLA	2/year	_____	8
Elected Offices Held in FBLA	2/local	_____	8
(Example: local office held 2 years earns 4 pts.)	4/state	_____	12
	6/national	_____	12
Appointed Offices Held in FBLA	2/office/year	_____	14
(i.e. North Central Region Council, National President's Council, NLC Intern)			
FBLA Conferences Attended			
National Fall Leadership	4/conference	_____	12
Regional Leadership Conference	2/conference	_____	8
Wisconsin Fall Leadership Conference	2/conference	_____	8
State (excluding current year) Leadership Conference	3/conference	_____	9
Institute for Leaders	5/conference	_____	15
National Leadership Conference	5/conference	_____	15
State-sponsored Meetings Attended			
Executive Board (Fall and Spring)	1/meeting	_____	7
Summer Local Chapter Officer Training/Leadership Lab	1/meeting	_____	3
FBLA Leadership Labs	1/meeting	_____	4
FBLA Individual and Team Events			
Competitive Events			
Regional	1/event	_____	4
State (current year events do not count)	2/event	_____	6
National (current year events do not count)	3/event	_____	9
FBLA Awards Won			
Regional (1-5 place finish)	2/award	_____	8
State (1-5 place finish)	4/award	_____	12
National (1-10 place finish)	6/award	_____	18
FBLA Chapter Competitive Events			
State Submission	1/event	_____	4
State Award (1-5 place finish)	3/award	_____	9
National Award (1-5 place finish)	4/award	_____	12
Member of FBLA Committee(s) (not fundraising)	1/committee (10 max.)	_____	10
Chair of FBLA Committee (may not be included under member list above—not fundraising)	1/chair (10 max.)	_____	10
Participation in other FBLA Projects or Activities	1 each (5 max.)	_____	5
Membership Mania & Membership Madness	1/each/year (8 max.)	_____	8
Business Achievement Award Levels Completed	3 each	_____	12
Community Service Award Levels Completed (if completed prior to Summer 2021)	3 each	_____	12
	Total Points		**274**

Name: _____

School: _____Region: _____

Objective Tests
Individual

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

Events that are titled "Introduction to-" are for 9ᵗʰ and 10ᵗʰ grade students only.

- **Accounting I**
- **Accounting II**
- **Advertising**
- **Agribusiness**
- **Business Calculations**
- **Business Communication** *(Judith Schultz Voiers Award)*
- **Business Law**
- **Computer Problem Solving**
- **Cyber Security**
- **Economics**
- **Health Care Administration**
- **Human Resource Management** *new event in 2021-2022*
- **Insurance & Risk Management**
- **Introduction to Business Concepts**

- **Introduction to Business Communication**
- **Introduction to Business Procedures**
- **Introduction to FBLA**
- **Introduction to Financial Math**
- **Introduction to Information Technology**
- **Introduction to Parliamentary Procedure** *(Daryl Braatz Award)*
- **Journalism**
- **Networking Infrastructures**
- **Organizational Leadership**
- **Personal Finance**
- **Political Science**
- **Securities & Investments**
- **Supply Chain Management**
- **UX Design** *new event in 2021-2022*

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, Virtual Business Challenges do not count as an SLC event.
- FBLA PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Objective Test Guidelines
- The guidelines for objective tests are found in the National Competitive Event Guidelines.

http://www.fbla-pbl.org/fbla/competitive-events/

- SLC: All objective tests will be taken during the designated testing window between February 22 and March 2.
- Event proctor guidelines should be referenced online at LINK COMING SOON by participants and proctors prior to participating in the event.
- Ties are broken according to national tie breaking procedures.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
One-hour written objective test taken at SLC
Top FOUR finishers advance to NLC competition.

Production and Objective Test Events
Individual

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- **Computer Applications**
- **Database Design & Application**
- **Spreadsheet Applications**
- **Word Processing**

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- Beginning in the 2016-2017 school year, any events materials not properly submitted by the deadline will result in the cancellation of conference registration and member(s) will not be permitted to attend the SLC.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Production Test Guidelines
- Production exams must be taken at the member's school or designated testing site prior to SLC. Faculty advisers may serve as a test administrator or designate that role to an appropriate individual as referenced on the proctor form. Refer to https://dpi.wi.gov/fbla/conferences/slc/deadlines for the SLC testing dates.
- Additional time will be allowed for general directions, warm-up and briefing the participant on how to properly save to a PDF file. The time allowed for the administration of the exam must run continuously once the exam is started and cannot be broken into multiple sessions. Additional time is also granted for the online submission of event materials; however, any content changes to event materials is not permitted as all files must be saved in a PDF format during the exam test time.
- SLC: All skill production tests will be taken during the designated testing window online at *https://dpi.wi.gov/fbla/conferences/slc/deadlines*. Event proctor guidelines should be referenced online at LINK COMING SOON by participants and proctors prior to participating in the event.
- Software templates are permitted. Only standard software templates may be used. Customized templates or macros may not be brought in by the students. Students may use the Help feature on their software program.
- Reference materials, personal calculators, or cell phone/other Personal Digital Assistant (PDA) device calculators are not allowed.
- If the production test or objective is not completed during the testing window, then the participant is disqualified.
- Judging will be based on accuracy of printed copy, as related to the Format Guide (see *FBLA-PBL Chapter Management Handbook*) and formulas (if applicable).
- Points will be deducted for typographical errors on all problems.

SLC Objective Test Guidelines
- Event proctor guidelines should be referenced online at LINK COMING SOON *b*y participants and proctors prior to participating in the event.
- If two participants have the same score for both production and objective tests, the national tie-breaking procedures will be used.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
Production test administered **at school or designated testing site** worth 85% of competitor's overall score.
Objective test taken at SLC makes up 15% of the total score.
Computer Applications and Word Processing event participants *MAY* use a dictionary and Format Guide including the Standards of Mailability at the production test site, but not on the objective test.
Top FOUR finishers advance to NLC competition.
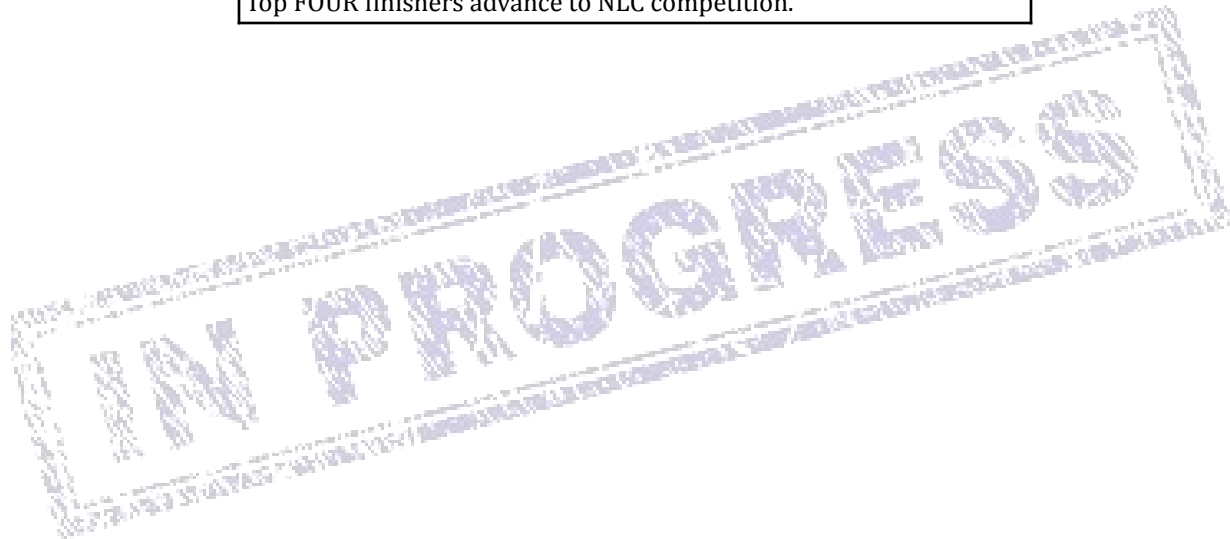
Collaborative Objective Test &
Team Performance (Role Play) Events
Individual or Team/Parliamentary Procedure Team of 4 or 5 Members

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

Events that are titled "Introduction to-" are for 9th and 10th-grade students only.

- **Banking & Financial Systems**
- **Business Management**
- **Business Ethics (Included for SLC one page Executive Summary) *modified for 2021-2022**
- **Entrepreneurship**
- **Hospitality & Event Management**
- **International Business**
- **Introduction to Event Planning**
- **Management Information Systems**
- **Marketing**
- **Network Design**
- ***Parliamentary Procedure* (Lorraine Missling Award)**
- **Sports & Entertainment Management**

**NEW BUSINESS ETHICS One-page case study summary prior to the conference to be submitted by March 1, 2022, 4:00 PM.

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle-level members are only permitted to participate in the middle-level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Performance Guidelines
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

SLC Objective Test Guidelines
- If two participants have the same score on the objective tests, the national tie-breaking procedures will be used.
- Failure to take the objective test will result in disqualification.

Administration of Events

SLC
Top FOUR finishers advance to NLC competition.

Individual Objective Test &
Performance (Role Play) Events
Individual

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- ***Help Desk***

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Performance Guidelines
- Role Play events are closed to audience attendance.
- Participants must report at a designated time for event prep where a case study/role play will be provided.
- The judges will use the NLC rating sheets for all rounds at SLC.
- All decisions of the judges are final.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

SLC Objective Test Guidelines
- If participants have the same test score, the national tie-breaking procedures will be used to determine the top 8.
- Failure to take the objective test will result in disqualification.

Administration of Events

SLC
One-hour objective test taken
The top 8 finalists will present
Top FOUR finishers advance to NLC competition.

Prejudged Reports and Presentation Events

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- **American Enterprise Project -** Chapter
- **Business Financial Plan** - Individual or Team
- **Business Plan** - Individual or Team
- **Community Service Project -** Chapter
- **Local Chapter Annual Business Report** *(Ray Rupple Award)* **-** Chapter
- **Partnership with Business Project -** Chapter

SLC Eligibility

- Each local chapter may submit one (1) entry.
    - Participants must have pre-qualified through regionals for Business Financial Plan and Business Plan.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle-level members are only permitted to participate in the middle-level SLC events.

SLC Registration

- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Prejudged Report Guidelines

- The following chapter & prejudged-only events will <u>not</u> have an RLC component and will only permit registration at the SLC Level.
    American Enterprise Project
    Community Service Project
    Local Chapter Annual Business Report
    Partnership with Business

SLC Presentation Guidelines

- A minimum of one (1) member of the report writing team must be included in a presentation.
- Failure to present the project will result in disqualification.
- Presentation judges will not have access to a copy of the report and will judge the presentation of the report.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
Business Plan & Business Financial Plan - A PDF copy of the report must be submitted online **by March 2** for the SLC. The PDF report must be submitted or the submission will be DQ'd. All reports will be judged.
Chapter Events (Available for SLC only – No RLC component): A PDF copy of the report must be submitted online by **March 2** for SLC.   The PDF report must be submitted or the submission will be DQ'd. All reports will be judged.
Prelims and Finals will be administered at SLC
Top FOUR finishers advance to NLC competition.
Reports may be revised for competition at the NLC level.
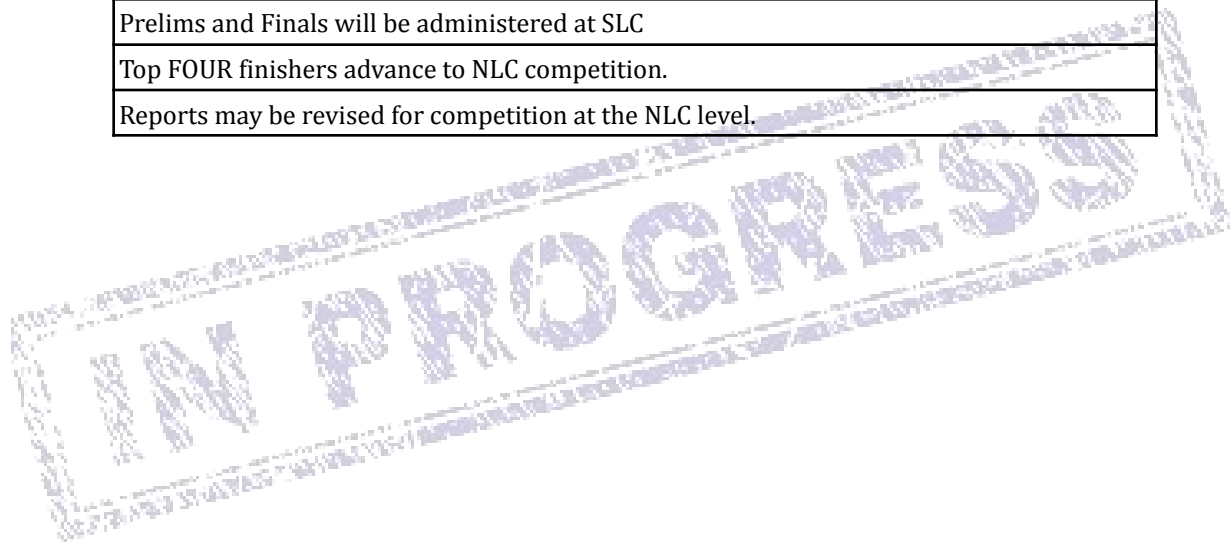
Prejudged Projects with Presentation
Individual or Team

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- **3-D Animation**
- **Digital Video Production**

SLC Eligibility
- Each local chapter may submit one (1) entry.
  - Participants must have pre-qualified through regionals for Digital Video Production.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Prejudged Project Guidelines
- The website must be available for viewing on the Internet at the time the Statement of Assurances Entry Form is submitted. No changes may be made to the website after the official entry date.

SLC Presentation Guidelines
- A minimum of one (1) member of the prejudged project must be in attendance for the presentation.
- All team members in attendance must participate in the presentation.
- Failure to present the project will result in disqualification.
- Presentation judges will not have access to a copy of the prejudged project and will judge the presentation of the project.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
The Statement of Assurance for all prejudge projects must be submitted online **by March 2** for the SLC. This will include the URL for the project as well as a Video Submission of Presentation.
Prelims and Finals will be administered at SLC
Top FOUR finishers advance to NLC competition.
Projects may be revised for competition at the NLC level.

Interviews with Prejudged Components
Individual

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

- **Future Business Leader**
- **Job Interview**

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Objective Test Guidelines (Future Business Leader)
- Failure to take the objective test will result in disqualification.

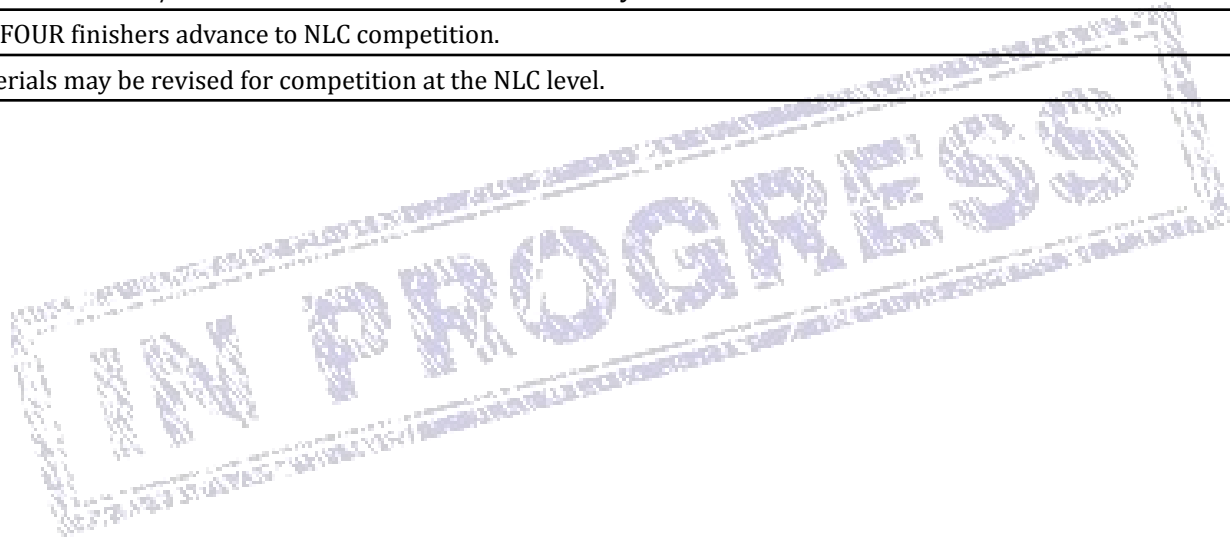**SLC Interview Guidelines (Future Business Leader & Job Interview)**
- Failure to be present for the interview will result in disqualification.
- SLC: Interviews will be scheduled by the state office.
- SLC: Participants must bring up to 4 copies of their resume/cover letter to SLC to be made available to judges during the interview.
- All decisions of the judges are final.
- The judges will use the NLC Preliminary rating sheets for all rounds at SLC (for Future Business Leader & Job Interview only.)
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

SLC Prejudged Material Guidelines (Future Business Leader & Job Interview)
- Failure to submit prejudged materials will result in disqualification
- All decisions of the judges are final.
- The judges will use the NLC <u>Preliminary</u> rating sheets for all rounds at SLC (for Future Business Leader & Job Interview only.)

Administration of Events

SLC
Future Business Leader: One-hour written objective test for Future Business Leader is taken at SLC.   Top 8 will be determined based on an objective test (2/3) at SLC and prejudged written materials (1/3).   Final Round interview (15 min.) for Top 8 finalists.   Final Round scoring will add the Final Interview (40%) to the previously scored written objective test (40%) and prejudged written materials (20%).
Job Interview: A job interview will be held. Overall scoring will be based 67% on the interview and 33% on prejudged written materials.
PDF of the resume/cover letter must be submitted online **by March 2**.
Top FOUR finishers advance to NLC competition.
Materials may be revised for competition at the NLC level.

Speaking Events
Individual

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

Events that are titled "Introduction to-"are for 9th and 10th students only.

- **Impromptu Speaking**
- **Introduction to Public Speaking**
- **Public Speaking**

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Performance Guidelines
- Participants will have up to 10 minutes to prep followed by up to a 4-minute performance time with judges.
    - Two (2) 4"x 6" note cards may be used by each competitor and may be used during the preparation and performance of the case.
    - Information may be written on both sides of the note cards.
    - Note cards will be collected and properly disposed of following the presentation as FBLA-PBL, Inc. owns all content related to competitive events and may pursue legal remedies for any misuse of any protected content or materials.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
Event is not open to conference attendees.
Top FOUR finishers advance to NLC competition.
Presentations may be revised for competition at the NLC level.

Presentation & Demonstration Events with Equipment
Individual or Team

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

Events that are titled "Introduction to-"are for 9th and 10th students only.

- **Broadcast Journalism**
- **Business Ethics** *modified event in 2021-2022*
- **Data Analysis** *new event in 2021-2022*
- **Electronic Career Portfolio** – Individual Only
- **Graphic Design**
- **Introduction to Business Presentation**
- **Introduction to Social Media Strategy**
- **Public Service Announcement**

- **Publication Design**
- **Sales Presentation**
- **Social Media Strategies**
- **Coding & Programming** *modified event in 2021-2022*
- **Computer Game & Simulation Programming**
- **E-Business**
- **Mobile Application Development**
- **Website Design**

SLC Eligibility
- Each local chapter may submit one (1) entry for Coding & Programming, Computer Game & Simulation Programming, and Mobile Application Development.
    - Participants must have pre-qualified through one of the regional conferences for all other events.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.
- The following event(s) will not have an RLC component and will only permit registration at the SLC Level.
    - Coding & Programming
    - Computer Game & Simulation Programming
    - Mobile Application Development

SLC Presentation Guidelines

- All team members in attendance must participate in the presentation.
- SLC: Chapters must provide their own audio/visual equipment, except screens.
- SLC: The individual or team members must perform all aspects of the presentation including setup. Other representatives may not assist.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any SLC competitive event.
- Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
Performance for all participants will be in person at SLC
Prelims and Finals will be administered at SLC
All submissions will be judged.

Presentation Events without Equipment
Individual or Team

SLC Overview: Refer to National Competitive Event Guidelines for overview, eligibility, registration, guidelines and rubrics. SLC modifications are noted in this Wisconsin Competitive Event Guide.

● **Client Service** - Individual Only

SLC Eligibility
- Participants must have pre-qualified through one of the regional conferences.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Only high school members are permitted to participate in high school SLC events. Individuals registered nationally as middle level members are only permitted to participate in the middle level SLC events.

SLC Registration
- Participants must be registered for the SLC and pay the conference registration fee in order to participate in competitive events.
- A member may enter only one (1) individual or team event and one (1) chapter event. Who's Who in FBLA, Future Business Educator, LifeSmarts, and Virtual Business Challenges do not count as an SLC event.
- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants as disclosed during the registration process through the conference management system.

SLC Presentation Guidelines
- Client Service: Participants will have 10 minutes to prep followed by up to a 5-minute performance time with judges.
  - Two (2) 4"x 6" note cards may be used by each competitor and may be used during the preparation and performance of the case.
  - Information may be written on both sides of the note cards.
  - Note cards will be collected and properly disposed of following the presentation as FBLA-PBL, Inc. owns all content related to competitive events and may pursue legal remedies for any misuse of any protected content or materials.
- All decisions of the judges are final.
- The judges will use the NLC rating sheets for all rounds at SLC.
- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware that the state and national associations reserve the right to record any performance for use in study or training materials.

Administration of Events

SLC
Prelims and Finals will be administered at SLC
Event is not open to conference attendees.
Top FOUR finishers advance to NLC competition.
Presentations may be revised for competition at the NLC level.

National FBLA Events

Overview*:* These events have no regional or state components. Competitors are competing at the national level only. These events do not count toward Regional Leadership Conference or State Leadership Conference event limits. NLC qualifying members must be registered with the national office by the national membership deadline. Refer to the national event guidelines for additional overview, eligibility, NLC registration and NLC performance requirements.

NLC Qualifiers will be recognized for their achievement at the State Leadership Conference; however, SLC attendance may be limited based upon available attendance capacity.

Event	Individual or Team	Fall Challenge	Spring Challenge	Year-Long Challenge	Registration Required?
Life Smarts	Team of 2	Yes	Yes	-	Yes
Virtual Business Management Challenge	Team of 2 or 3	Yes	Yes	-	Yes
Virtual Business Finance Challenge	Team of 2 or 3	Yes	Yes	-	Yes
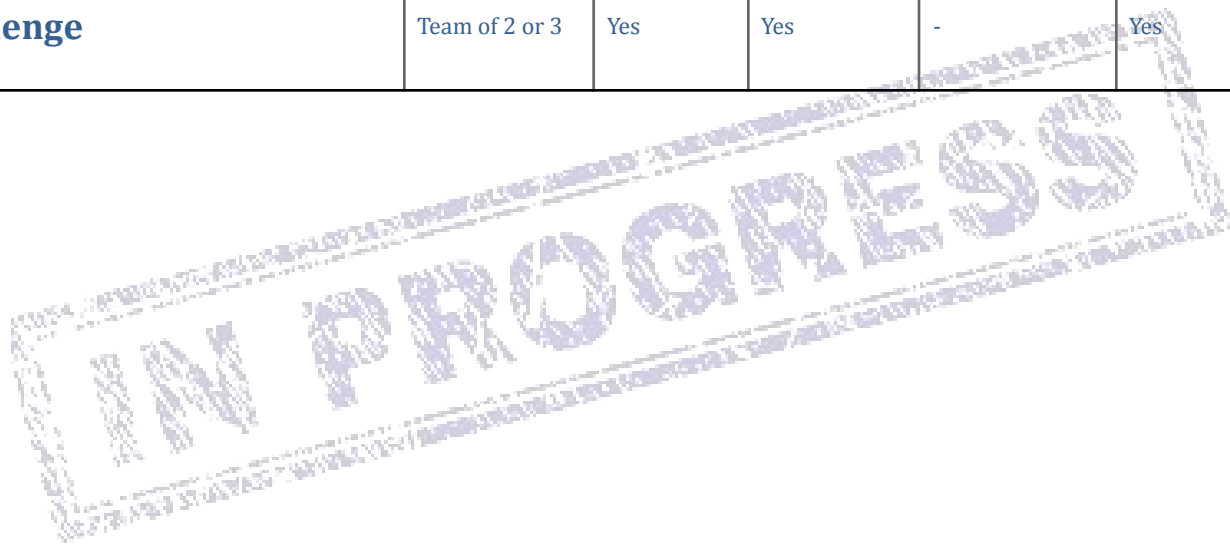
Wisconsin and National Awards & Recognition

Overview*: Members build a portfolio of accomplishments with a wide range of awards programs. Learn more about other Wisconsin FBLA recognition opportunities online at https://dpi.wi.gov/fbla/recognition including the following:

- Business Person of the Year Award
- Community Service Awards for State Conference Recognition
- Gold Seal Chapter Award *(Hollis & Kitty Guy Award)*
- Largest Local Chapter Award
- Largest Local Chapter Market Share Award
- Lorraine Missling Scholarship
- Outstanding Local Chapter Adviser
- State Leadership Conference Outstanding Chapter *(Ruel Falk Award)*
- Wisconsin Future Business Educator

Event Notables

Gold Seal Chapter Award - **Hollis and Kitty Guy** - served as directors in the national FBLA-PBL office for many years. They were instrumental in organizing national events for students at leadership conferences.

Merit Award Program - **Roxanne Brice** (Beisel) - was a graduate of the business program at Eau Claire Memorial High School. During her senior year, she won first place in Ms. FBL at the national level. Roxi worked as an administrative assistant in the FBLA office in Madison.

Business Communication - **Judith Schultz Voiers** - originally from Tennessee, Judy was a business education teacher at Columbus High School until she came to the Department of Public Instruction as a supervisor of business education and the FBLA State Adviser. She left Wisconsin in 1985 and now lives in Florida with her summers in Coloma, Wisconsin. She has authored and co-authored communication books and articles.

Introduction to Parliamentary Procedure - **Daryl Braatz** - taught business education at Thorp High School for 36 years. His love for parliamentary procedure placed his team first in the nation on several occasions and in the top 10 in the nation for over 25 years. He started the Thorp Chapter in 1967, which has been awarded the Largest State Chapter for many years. Daryl also served on the National FBLA-PBL Board of Directors from 1982-1985.

Local Chapter Annual Business Report - **Ray Rupple** - was the first state adviser for FBLA-PBL in Wisconsin working from his home in Waukesha. He faithfully attended all national leadership conferences and encouraged schools in Wisconsin to participate at the national level. Ray could be described as the "Father of FBLA in Wisconsin."

Outstanding SLC Chapter - **Ruel Falk** - taught business education in several Wisconsin schools before moving to the Department of Public Instruction in 1966. His efforts were many in behalf of FBLA and other student organizations. Ruel received the distinguished teaching award from the Wisconsin Business Education Association.

Outstanding RLC Chapter and Parliamentary Procedure - **Lorraine Missling** - taught business education at UW-Eau Claire for many years and was the state adviser for FBLA/PBL from 1960 to 1972. It was during her tenure that FBLA and PBL became separate organizations in Wisconsin. Missling presented many scholarships to FBLA-PBL students. She received the distinguished teaching award from WBEA as well as numerous honors from FBLA-PBL members.

State Leadership Conference Outstanding Chapter

In order to promote maximum participation by all local chapters attending Wisconsin FBLA's Regional and State Leadership Conferences, this event has been established to honor the local chapters which successfully receive the greatest number of points awarded for their overall participation.

Eligibility

Each local chapter entering any competitive event is automatically participating in this event. Participation in as many of the events as possible is essential for a chapter's success.

Procedure
- A point system has been developed for those winning or placing in conference events. Points granted will be determined as follows:
  - 1st place 5 points
  - 2nd place 4 points
  - 3rd place 3 points
  - 4th place 2 points
  - 5th place 1 point
- The chapter compiling the greatest number of points at the SLC will be identified as the outstanding State Leadership Conference Chapter.
- The decision will be based solely on the compilation of points.
- Ties will be broken by the greatest number of first-place points, second-place points, etc. until placement is determined.

State Awards

The first-place winner at the SLC will receive a traveling plaque and a permanent plaque. Plaques will also be awarded to the chapters winning second through fifth place.