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## **American Enterprise Project**

*The Edward D. Miller Award recognizes FBLA chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.*

### **Project Purpose**

The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and then to share their expertise in some way with others inside and/or outside the school. Specifically, the performance should address impact of project to the community, member involvement, and results of the project.

#### **Business Education Curriculum Standard(s):**

Communication; Economics and Personal Finance; Entrepreneurship; Management

### **Competencies**

This event consists of two (2) parts:

- Pre-judged Written Report
- Performance Component

#### *Project Competencies*

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation

#### *Performance Competencies*

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate effective verbal communication skills
- describe project development and implementation

### **State Eligibility**

Each local chapter may enter one (1) report. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year.

The top 10 rated reports from among those submitted will be required to give an oral presentation at the SLC. For the oral presentation, one to three (1-3) members from each chapter may be part of the team to present that oral presentation. Those members may already be qualified to compete at the SLC in another event, or the chapter may choose other members to attend the SLC to participate in this oral presentation.

At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.

### **State Regulations**

#### **Pre-Judged Written Report**

1. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the posted due date.
2. Report formats **must** follow the same sequence shown on the rating sheet found in these guidelines. If the information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.
3. Written reports **must** adhere to the following technical requirements. Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

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### A. Report Covers

- (1) Front cover is **not** counted against the page limit.
- (2) Front covers **must** contain the following information: the name of the school, the state, the name of the event, name(s) of students (if applicable) and the year (20xx-20xx).

### B. Report Contents

- (1) Reports **must** contain a table of contents with page numbers.
  - (2) Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
  - (3) Pages must be numbered and must be sized for 8 ½" x 11."
  - (4) Reports must not exceed fifteen (15) pages (a title page, divider pages, and appendices are optional and must be included in the page count).
4. Reports must be prepared by student members, not advisers. Local chapter advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
  5. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
  6. Penalty points will be given if the written project doesn't adhere to the guidelines.

## **State Procedure**

### **Preconference Requirements**

1. The participant(s) must submit the following items:
  - a. An event entry form, which is posted on the PA FBLA web site, certified by the local chapter adviser.
2. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site. Failure to submit these documents by the received by date will result in the participants being disqualified.**
3. A PDF of the report must be uploaded by the chapter adviser and received by the deadline posted on the [www.pafbla.org](http://www.pafbla.org) website. After the chapter adviser registers the student(s) for the SLC, specific instructions regarding the upload will be sent directly to the chapter adviser.

### **Conference Requirements**

1. The event consists of two parts: (1) submission of a written report and (2) performance.
2. Participants are required to complete both parts to be eligible to win an award.

### **Oral Presentation**

1. A maximum of three (3) members may represent the chapter in making the oral presentation. The members may already be qualified to attend the SLC in another competitive event, or the chapter may choose one to three (1-3) additional members to attend the SLC to make the presentation.
2. The team members must perform all aspects of the presentation (e.g., speaking, setup, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
3. All team members must actively participate in the presentation.
4. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event. The chapter adviser must check the conference schedule to make sure all participants have no conflicts with other competitive events.

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5. Visual aids and samples specifically related to the project may be used in the presentations. However, no items may be left after the presentation with either the judges or the audience.
  6. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
  7. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
  8. Seven (7) minutes will be given to describe the project and the results obtained.
  9. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
  10. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
  11. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  12. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  13. **The participants must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participants do not comply, the participants will not be admitted to the performance area until he or she is in compliance.**

## **State Judging**

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will then select the winners, and all decisions of the judges are final.

If there is a tie after the written portion in order to determine the top ten (10) finalists, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Content* section on the Report Rating Sheet.

### **Second Tiebreaker**

- Total points of the “Clear and concise presentation with logical arrangement of information following the rating sheet categories” category within the *Report Format* section on the Report Rating Sheet.

If there is a tie after the written portion and the oral presentation portion of the event, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Report Rating Sheet*.

### **Second Tiebreaker**

- Total points of the *Explanation* section on the Performance Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Statements are well-organized and clearly stated” category in the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php).

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## **State Awards**

The state will present a maximum of ten (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place award winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the project at the NLC. Advisers and participants should refer to the latest edition of the [National Chapter Management Handbook](#) for official National Leadership Conference event guidelines.

In the event that the local chapter of the first-, second-, third-, or fourth place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# AMERICAN ENTERPRISE PROJECT

## Report Rating Sheet

Revised 2017-18

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Project specifically promotes local understanding of and support for the American Enterprise system	0	1-3	4-7	8-10	
Describe research into school and/or community needs	0	1-5	6-10	11-15	
Describe planning, development, and implementation of project	0	1-7	8-14	15-20	
Show evidence of publicity received	0	1-3	4-7	8-10	
Report benefits to and degree of impact on the school and/or community	0	1-3	4-7	8-10	
Evaluate the project	0	1-3	4-7	8-10	
<b>Report Format</b>					
Arrange information according to rating sheet (See above Expectation Items)	0	1-3	4-7	8-10	
Format and design a business report	0	1-3	4-7	8-10	
Include correct grammar, punctuation, and spelling	0	1	2-3	4-5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points -Report Guidelines not followed					_____
<b>Total Points</b>					<b>/100 max.</b>

School: \_\_\_\_\_ Region: \_\_\_\_\_

Name(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



# AMERICAN ENTERPRISE PROJECT

## Performance Rating Sheet

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Describes project development and strategies used to implement project	0	1-7	8-14	15-20	
Describes research into school or community needs	0	1-5	6-10	11-15	
Appropriate level of chapter member involvement in project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-14	15-20	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Report Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and report score)					<b>/200 max.</b>

School: \_\_\_\_\_ Region: \_\_\_\_\_

Name(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: