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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.

#### **Career Cluster(s):**

Business, Management, and Administration; Information Technology

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

Communication, Economics and Personal Finance, Entrepreneurship, Management

### **Competencies**

This event allows FBLA members to develop communication skills, report in proper business style, use correct grammar and spelling, describe project development and implementation, make a professional presentation and effectively answer questions.

### **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**

#### **Written Report**

1. 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.
2. 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.

#### **A. Report Contents**

- (1) Reports **must** contain a table of contents. A title page, divider pages, and appendices are optional.
- (2) Report pages **must** be numbered.
- (3) Reports **must not** exceed thirty (30) pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit.
- (4) Pages **must** be standard 8 ½" x 11" paper.
- (5) Pages **must not** be laminated or bound in sheet protectors.
- (6) Reports may be single- or double-spaced.
- (7) Each side of the paper providing information **is** counted as a page.

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- (8) Valuable items **must not** be included with the report. Copies should be sent rather than important original documents.
  - (9) No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits **are not** acceptable.
  - (10) Follow the rating sheet sequence in writing the report.

#### **B. Report Covers**

- (1) Both a front and back cover **are** required.
  - (2) Front covers **must** contain the following information: the name of the school, the state, the name of the event, and the year (20xx-20xx). Report covers may also contain additional information.
  - (3) Report covers **must** be of a weight such as cover stock, index stock, or card stock.
  - (4) Covers **must not** be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
  - (5) Cut out stock covers are allowed, but the page containing the cover information is counted in the page count.
  - (6) Two- or three-ring binders **are not** acceptable as report covers.
  - (7) No items, such as labels or decals, may be attached to the front cover.
  - (8) Report covers **must not** exceed 9 1/2" x 12".
  - (9) All reports **must** be bound (e.g. tape binding, spiral binding).
  - (10) Report covers are not counted against the page limit.
3. Creativity through design and meaningful graphics is encouraged.
  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. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.

## **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.
  - b. Four (4) copies of the written report.
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.**

### **Conference Requirements**

#### **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. All team members must participate in the presentation.
3. 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.
4. 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.

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5. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
  6. Five (5) minutes will be allowed to set up equipment or presentation items and seven (7) minutes to describe the project and the results obtained.
  7. The chapter must provide all equipment for the presentation.
  8. A timekeeper will stand at the end of six (6) minutes. 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. Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.
  9. **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 and the oral presentation portion of the event, ties will be broken based on the following:

**First Tiebreaker**

- Total points of the *Written Report rating sheet*.

**Second Tiebreaker**

- Total points of the *Content* section on the rating sheet.

**Third Tiebreaker**

- Total points of the *Format of Report* section on the rating sheet.

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

### **State Awards**

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

### **National Conference Eligibility**

The first- and second-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- or second-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

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1–5	6–10	11–15	
Research into school and/or community needs	0	1–2	3–4	5	
Planning and development of project	0	1–7	8–14	15–20	
Implementation of project	0	1–5	6–10	11–15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1–7	8–14	15–20	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Creativity of the written report and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>				<b>/100 max.</b>	
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents & page numbers <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> pasted items <input type="checkbox"/> no page numbers in report <input type="checkbox"/> 4 copies of report not received <input type="checkbox"/> report format does not follow rating sheet _____					
<b>Total Points</b>				<b>/100 max.</b>	

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Co-Competitive Events Coordinator \_\_\_\_\_



# AMERICAN ENTERPRISE PROJECT

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Description of project development and strategies used to implement project	0	1-7	8-14	15-20	
Description of research into school or community needs	0	1-5	6-10	11-15	
Appropriate level of member involvement	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</b>					
Thoughts and statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Participant(s) demonstrate self-confidence, poise, assertiveness, and voice projection	0	1-2	3-4	5	
Demonstrated 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>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: \_\_\_\_\_

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Chief Administrator \_\_\_\_\_

Official Checker \_\_\_\_\_