

2026-27 Competitive Events Guidelines

American Enterprise Project – Pennsylvania Event Only



American Enterprise Project provides chapter members with the opportunity to showcase their understanding of the economic system under which they live and to develop a concept in which they share it with their community. 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

Presentation Time: 5-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 for preliminary and final round presentation

Equipment Provided by FBLA: Table, power, projector & screen for final round presentation

Region

Not a region event.

State

State Eligibility

Each chapter may enter one (1) team consisting of 1, 2, or 3 members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the RLC registration deadline submitted by the region adviser to the Executive Director and published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as a dues payment for the student received by National FBLA; “pending” membership is defined as membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

Finalists for this event will be an equal number advancing from the preliminary round groups to a maximum of 15. Finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated at <https://www.pafbla.org/about-pafbla/important-dates/> on the FBLA web page. Finalists 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.

A member can compete in only one chapter event and one individual/team event.

A member can compete in a chapter event more than once.

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State Regulations

Pre-Judged Written Report and Presentation via Zoom

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.
 - A. **Report Covers**
 - (1) 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 seventeen (17) pages (a title page, divider pages, and appendices are optional and must be included in the page count). Table of Contents and Front Cover **ARE** included in the page count.
4. Links and QR codes are restricted items in pre-judge reports; links and QR codes during presentations are for display purposes only.
5. 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.
6. The Zoom presentation needs to be consistent with the presentation that will be given in person at Hershey should the chapter advance. All competitors must participate in the presentation of the project. The presentation should follow the presentation rating sheet.
7. FBLA encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
8. Penalty points will be given if the written project doesn't adhere to the guidelines.

State Procedure

Preconference Requirements

1. **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site. Failure to submit these items in Blue Panda by the received by date will result in the participants being disqualified.**
2. Teams will be allowed to select a presentation time on the published date from a set timeframe once registration has closed. Once a presentation time has been selected, it cannot be changed. If a competitor does not select a time to present, one will be randomly assigned from the remaining time slots. At the selected presentation time, competitors will join a Zoom meeting. Competitors will then give their presentation to a panel of judges during the meeting.
3. Competitors may join Zoom individually from multiple computers or as a team from one computer.
4. Competitors may join Zoom from school, home, or other location.
5. Competitors may be seated or standing during the Zoom presentation.

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6. The participants must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.
7. Competitors will be allowed to share their screens during the presentation.
8. Competitors will not be allowed to use chat, whiteboard, or any other features in Zoom other than to share their screen.
9. 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.
10. All team members must actively participate in the presentation and be visible to the judges.
11. 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.
12. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
13. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
14. Seven (7) minutes will be given to describe the project and the results obtained.
15. At the end of six (6) minutes, a timekeeper will give a one-minute warning, and at seven (7) minutes the timekeeper will announce "TIME". When time is called, the presenter must end the presentation.
16. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
17. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
18. A PDF of the report must be uploaded by the chapter adviser to Blue Panda and received by the deadline posted on the www.pafbla.org website.
19. Up to 15 finalists will be announced based on the combined score of the report and presentation on Zoom.
20. After the announcement of the finalists, reports and presentations can be changed in preparation for the state competition.
21. The pre-judged report score will NOT be used in the final round. The Zoom presentation score will not be used in the final round. Only the live presentation score will be used for the final round.
22. The Zoom presentation will not have an audience.

Conference Requirements

1. The event consists of two parts: (1) submission of a written report and Zoom presentation and (2) performance.
2. Participants are required to complete all 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. The members do not have to be the same members that presented on Zoom.
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.

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4. Participation in a chapter event oral presentation will not preclude a member from competing in an individual or team competitive event. Chapter advisers will be contacted regarding possible conflicts in scheduling of events.
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 HDMI 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 timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
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 <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.**

State Judging

The preliminary round will be the report score and the Zoom presentation score combined. A panel of judges will then select the finalists, and all decisions of the judges are final.

The final round ranking will be based solely on the live presentation given in the final round. The prejudged report score and the Zoom presentation score will not be used in the final round.

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

State Awards

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

National Conference Eligibility

This is a Pennsylvania only event. Competitors in this event are not eligible to advance to the National Conference in this event.

National

This is not a National event. Competitors cannot qualify for the National Leadership Conference in this event.

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American Enterprise Project Prejudged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project specifically promotes local understanding of and support for the American Enterprise system	Project is not an American Enterprise Project	Project promotes local understanding of OR shows how to support the American Enterprise system but not both	Project promotes local understanding of and support for the American Enterprise system	Project indicates future activities or steps that could be taken to further the work started	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	No evidence of planning, development, or implementation of project	Planning, development, OR implementation explanation is missing	Planning, development, and implementation activities / steps are clearly described	Planning, development, and implementation activities/steps are described and rationale for types of activities is given	
	0 points	1-9 points	10-16 points	17-20 points	
Show evidence of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-6 points	7-8 points	9-10 points	
Report benefits to and degree of impact on the school and/or community	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and recommendations for change were given	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Format and design a business report (Note: does not need to follow Production Test Reference Guide)	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No more than 2 grammar, punctuation, or spelling errors	No more than 1 grammar, punctuation, or spelling error	
	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Report was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Report was 17 pages or under ✓ Report followed the sequence of the rating sheet & formatted for 8 ½" x 11" paper ✓ Cover Page with all criteria listed, table of contents included, all pages are numbered			
		0 points	1-10 points		
Prejudged Asset Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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American Enterprise Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes project development and strategies used to implement project	No evidence of project development or strategies presented	Project development is explained briefly; very limited strategies are utilized	Project development is clearly outlined. More than one strategy is outlined.	Project development is clearly outlined. Strategies are chronological and clearly explained.	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	Chapter involvement is not explained	Participation was limited to a small number of members	The project was clearly a chapter project and participated in by multiple members	Entire chapter participated in the event and clear evidence is provided of the impact	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-9 points	10-16 points	17-20 points	
Evident of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and the team has created recommendations for change should the project be repeated	
	0 points	1-2 points	3-4 points	5 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-6 points	7-8 points	9-10 points	

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Presentation Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Presentation aligned with the assigned topic ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Avoided use of food or live animals	
	0 points	1-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Staff Only: Penalty Points (5 points for dress code penalty)			
Presentation Total (110 points)			
Name(s):			
School:			
Judge Signature:			Date:
Comments:			