

2026-2027 Competitive Events Guidelines

Data Analysis

Data Analysis challenges members to examine and interpret a data set to uncover insights and inform decision-making. Members present their findings to a panel of judges, demonstrating analytical thinking, data visualization, and the ability to draw meaningful conclusions.



Event Overview	
Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:	
National Leadership Conference: Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • Presentation: 7 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 3 minutes Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period. Important Notes: • Internet Access: Not provided • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	State/Region: Review Region and State Sections further on in this document.

*** Event specifics are continued below. Review the document in its entirety

2026-2027 Topic

From donating food to giving blood, there have never been more ways to support our communities.

Flinders Street Technology is a fictional technology services provider organized as a Public Benefit Corporation, operating in the United States and 31 other countries. Flinders Street Tech is developing a Social Impact Plan for the communities it serves in the US. It wants to understand how formal and informal volunteering, charitable giving, and other measures of social engagement have changed over time across the US.

Using the data provided and your own research, identify relevant trends and recommend priorities for the plan.

- [2023 CEV](#)
- [2021 CEV](#)
- [2019 CEV](#)
- [2017 CEV](#)
- [Previous CEV data is available from the US Census Bureau.](#)

Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

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Region

This is not a region event.

State

State Eligibility

Each chapter may enter two (2) teams 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 “state-only” registration 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.

Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.

It is the responsibility of the local chapter adviser

- to pay membership dues for all competitors by the published submission deadline for this event and to register students through Blue Panda by the published deadline.

Finalists for this event will be an equal number advancing from the State Qualifying Round to a maximum of 15. Finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated on the FBLA website. Finalists will be required to give an oral presentation at the SLC.

State Procedure

State Qualifying Round

1. Competitors 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.
2. Competitors may join Zoom individually from multiple computers or as a team from one computer.
3. Competitors may join Zoom from school, home, or other location.
4. Competitors may be seated or standing during the Zoom presentation.
5. **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.**
6. Competitors will be allowed to share their screens during the presentation.
7. Competitors will not be allowed to use chat, whiteboard, or any other features in Zoom other than to share their screen.
8. Competitors should incorporate the following aspects in response to the topic
 - **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.

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- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
 - **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
 - **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.
9. The competitors must perform all aspects of the presentation (e.g. speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
 10. The competitors must be visible to the judges.
 11. Visual aids and samples specifically related to the project may be used in the presentations.
 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. The Zoom presentation will not have an audience.
 19. Up to 15 finalists will be announced based on the qualifying round score.
 20. After the announcement of the finalists, presentations can be changed in preparation for the state competition.
 21. The qualifying round score will not be used in the final round.

Conference Requirements

1. The event consists of two parts: (1) qualifying round presentation and (2) an oral presentation.
2. Participants are required to complete both parts to be eligible to win an award.

Oral Presentation

1. **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.**
2. The participants must perform all aspects of the presentation (e.g., speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
3. Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
4. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
5. Competitors should incorporate the following aspects in response to the topic
 - **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.
 - **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.

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- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
 - **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.
6. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
 7. The chapter must provide the computer for the event. An 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 an HDMI port will need to provide their own adapters.
 8. Internet access is provided as Wi-Fi or cable. Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.
 9. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
 10. Seven (7) minutes will be given to describe the project.
 11. 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.
 12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
 13. 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.

State Judging

A panel of judges will select the finalists, and all decisions of the judges are final.

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

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.

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.

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PA FBLA Executive Director/State Chairman

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

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - o One individual or team event, and
 - o One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.

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- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

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Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.
- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.

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- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
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- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

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Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Data Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic during presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent with event guidelines	Demonstrates understanding of the topic during the presentation	Demonstrates use of industry terminology of the topic during the presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Provides analysis of data	No attempt made to analyze the data	Limited, surface-level analysis provided	Provides analysis of the data	Provides deep, industry-standard analysis of data and addresses broader global impact	
	0 points	1-8 points	9-12 points	13-15 points	
Provides visualizations of data	No visualizations provided	One visualization provided that provides a superficial overview of data	Two visualizations provided that try to explain the trends found in the data	At least three competitor-created visualizations provided that explain the overall trends found in the data in the context of the topic	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies recommendation to accomplish the purpose	No recommendation identified	Recommendation provided, but plan not developed	Logical recommendation and plan developed	Feasible recommendation and plan developed, and necessary resources identified with supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
Uses suitable and accurate statements related to the topic's information in presentation	More than three statements are inaccurate	One or two statements are inaccurate	All statements are accurate	All statements are accurate with supporting evidence	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
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	1-2 points	3-4 points	5 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	

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Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ 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)					
Presentation Total (110 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					