

**Maryland FBLA
Advisor Update #2
Competitive Event Updates for 2020-21
October 19, 2020**

Dear Maryland FBLA Advisors:

There are several important competitive event updates for the 2020-21 school year. Please take a few minutes to review the following information:

- **Maryland Competitive Events Guide (updated October, 2020)**
- **Competitive Events Made Easy summary sheet**
- **New and modified events for 2020-21**
- **National Only Events**
- **Eligibility guidelines for Regional Leadership Conferences and the State Leadership Conference**
- **Deadline for submitting prejudged materials and reports**
- **Middle Level Competitive Events Program**

Maryland Competitive Events Guide (updated October, 2020)

The updated handbook is attached and is posted on the Maryland FBLA website.

Maryland FBLA Competitive Events Guide

http://www.mdfla.org/uploads/3/1/0/0/31006403/maryland_fbla_competitive_events_guide_2020-21_rev.10-20.pdf

The Maryland Competitive Events Guide should be reviewed in conjunction with the National FBLA Competitive Events Handbook and Rating Sheets, which can be found at the following address:

National FBLA Competitive Event Guidelines and Rating Sheets

<https://www.fbla-pbl.org/fbla/competitive-events/>

Competitive Events Made Easy summary sheet

The “Competitive Events Made Easy” summary sheet of all competitive events offered at Regionals and the State Leadership Conference is included in the appendix of the Maryland Competitive Events Handbook. The summary sheet lists who is eligible to compete and what type of competition is held at Regionals and the SLC. Please review the summary sheet in conjunction with the Maryland Competitive Events Handbook for detailed event guidelines and requirements.

New and modified events for 2020-21

New Events

- Introduction to Event Planning—9th/10th grade event, individual/team event, preliminary round objective test, final round role-play for top 15 in objective test
- Introduction to Social Media Strategy—9th/10th grade event, individual/team event, topic posted on website, preliminary round presentation for all competitors at NLC
- Supply Chain Management—objective test, individual event

Name Changes

- International Business (formerly known as Global Business)
- Networking Infrastructures (formerly known as Networking Concepts)
- Social Media Strategies (formerly known as Social Media Campaign)

Modified Events

- Digital Video Production and Public Service Announcement—these videos must be original content; competitors may not use previously published video clips in the videos they submit for competition
- Hospitality and Event Management (formerly known as Hospitality Management)—addition of event management competencies and case studies to the existing hospitality management competencies and case studies
- Sales Presentation—now individual/team event

Retired Events

- Emerging Business Issues

Important Reminders

- Future Business Leader - At the state level, students may compete in this event in addition to one other event at the regional and state conference. If a student qualifies for nationals in this in addition to the other event they competed in at the SLC, they must compete in Future Business Leader at the NLC and will not be permitted to compete in the other event.

National Only Events

Three events are offered by National FBLA that offer qualification for competition at the National Leadership Conference without qualification at the regional or state conferences. These events are administered by National FBLA directly and members compete in these events at their home schools. National FBLA will notify the top winners who are eligible to compete in these events at the National Leadership Conference. Refer to National FBLA's Competitive Event Guidelines for more details for the following events:

- LifeSmarts
- Virtual Business Finance Challenge
- Virtual Business Management Challenge

Individuals and teams may participate in these events and also participate in the Regional and State Competitive Events Program. Registration for these events is handled directly with National FBLA, not Maryland FBLA.

If a LifeSmarts team qualifies to compete at the NLC in this event, they cannot compete in another individual or team event should they qualify at the SLC for an event in the State Awards Program. For example, if a student qualifies to compete at the NLC in the LifeSmarts event and also comes in 1st place at the SLC in Accounting I (and therefore is eligible to compete in Accounting I at the NLC), the student must choose which of the two events they will actually compete in at the NLC. They cannot compete in LifeSmarts and an individual or team event at the NLC.

For Virtual Business Finance Challenge and Virtual Business Management Challenge, because these events take place online prior to NLC, members are allowed to compete in a VBC event, plus one other individual or team event at NLC, if they should qualify.

Eligibility Guidelines for Regional Leadership Conferences and the State Leadership Conference

Regional Leadership Conference

For all events that are offered at the Regional Leadership Conference, each chapter may enter up to four individuals/teams in each event.

A student may only compete in one event at the regional conference with the exception of Future Business Leader. A student may compete in Future Business Leader and one other event.

State Leadership Conference

A summary of the number of students eligible to compete at the State Leadership is as follows:

- For **objective test only** events, five individuals per region are eligible to compete at the SLC. The

objective test will be taken online in advance of the SLC.

- For **events with an objective test and a performance component**, five individuals or teams per region are eligible to compete at the SLC. All or teams will take the objective test online in advance of the SLC. The top 15 individuals or teams (depending on the event) with the highest objective test score will advance to the performance round.
- For **events with an objective test and a production test component**, five individuals per region are eligible to compete at the SLC. The objective test will be taken online in advance of the SLC.
- For **performance only events**, (those that don't also have an objective test or pre-judged component), three individuals or teams per region are eligible to compete at the SLC. *This eligibility rule applies to the Job Interview event even though the resume and cover letter must be submitted in advance for pre-judging.*
- For **pre-judged events and reports that are individual or team events**, each chapter may submit four entries at the SLC.
- For **chapter report events**, each chapter may submit one entry at the SLC.

Deadline for submitting pre-judged materials and reports

The receipt deadline for pre-judged materials and reports is 5 p.m. on February 17, 2021 with the exception of FBLA Week which is due by 5 p.m. on February 24, 2021. **All required materials and reports for the following events must be RECEIVED by the Competitive Events Committee by 5 p.m. on February 17, 2021:**

<u>Pre-judged Events</u>	<u>Pre-judged Reports</u>
<ul style="list-style-type: none"> ▪ 3D Animation ▪ Businessperson of the Year ▪ Digital Video Production ▪ FBLA-PBL Week (due February 24, 2021) ▪ Future Business Leader (<i>resume & cover letter</i>) ▪ Gold Seal Chapter Award of Merit ▪ Job Interview (<i>resume & cover letter</i>) ▪ Outstanding Chapter Award of Merit and Chapter of the Year ▪ Who's Who in Maryland FBLA 	<ul style="list-style-type: none"> ▪ American Enterprise Project ▪ Business Financial Plan ▪ Business Plan ▪ Community Service Project ▪ Local Chapter Annual Business Report ▪ Partnership with Business Project

All events that have pre-judged materials (report, URL, etc.) will be uploaded to the Competitive Events Committee electronically. Links to the entry forms to submit the materials for these events will be published on the Maryland FBLA website when registration for the SLC opens.

Middle Level Competitive Events Program

Maryland FBLA will follow all guidelines and policies as established by the National Office with state regulations as listed in the Competitive Events Handbook. Complete details on the Middle Level Competitive Events Program are listed in the Appendix of the Competitive Events Handbook.