

Competitive Events Rating Sheets

FBLA-Middle Level

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NOTE:

This documents contains the rating sheets for all FBLA-Middle Level competitive events. To see complete competitive event guidelines, please visit www.fbla-pbl.org, click on Divisions and then FBLA-Middle Level Competitive Events.



FBLA-MIDDLE LEVEL ANNUAL CHAPTER ACTIVITIES PRESENTATION Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Summary of year's activities	0	1-5	6-10	11-15	
Describe activities to benefit chapters and its members: e.g., recruitment, leadership development, career exploration, chapter fundraising, chapter publicity	0	1-7	8-14	15-20	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	0	1-7	8-14	15-20	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	0	1-7	8-14	15-20	
Presentation					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score	/100 max.				
Comments					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____



FBLA-MIDDLE LEVEL BUSINESS ETHICS

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the case study	0	1-5	5-10	11-15	
Explains why the ethical issues happened	0	1-5	5-10	11-15	
Provides logical recommendation as to how the ethical issues should be resolved	0	1-7	8-14	15-20	
Recommends safeguards that should have been in place to prevent the ethical issues	0	1-7	8-14	15-20	
Substantiates and cites sources used while conducting research	0	1-2	3-4	5	
Presentation					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-2	3-4	5	
Effectively answered questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score	/100 max.				
Comments					

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FBLA-MIDDLE LEVEL CAREER RESEARCH

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to career	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-2	3-4	5	
Effectively uses a variety of formatting and visual effects in presentation	0	1-2	3-4	5	
Quality of design is professional; design elements are appropriate for presentation—e.g., color choice, font style, font size	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation is acceptable	0	1-3	4-7	8-10	
Organization					
Immediate introduction of topic	0	1-3	4-7	8-10	
Strong support for topic	0	1-3	4-7	8-10	
Effective and memorable conclusion	0	1-3	4-7	8-10	
Delivery					
Extemporaneous deliver—e.g., not merely read from notes,	0	1-3	4-7	8-10	
Effective posture, body language, eye contact, and gestures	0	1-3	4-7	8-10	
Professional tone, appropriate language—e.g., inflection, pace, emphasis, enthusiasm	0	1-3	4-7	8-10	
Subtotal	/100 max.				
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Comments					

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FBLA-MIDDLE LEVEL COMMUNITY SERVICE PRESENTATION Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Clear project description	0	1-5	6-10	11-15	
Goals well defined	0	1-3	4-7	8-10	
Logical and systemic development of project	0	1-3	4-7	8-10	
Project effectively implemented	0	1-3	4-7	8-10	
Presentation					
Community impact	0	1-5	6-10	11-15	
Publicity received	0	1	2-3	4-5	
Problem-solving and decision-making skills recognized	0	1	2-3	4-5	
Engaging presentation	0	1	2-3	4-5	
Confidence and poise exhibited	0	1	2-3	4-5	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

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FBLA-MIDDLE LEVEL CRITICAL THINKING

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-7	8-14	15-20	
Alternatives are recognized with pros and cons stated and evaluated	0	1-7	8-14	15-20	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of critical thinking concepts in relation to the topic	0	1-3	4-7	8-10	
Presentation					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
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FBLA-MIDDLE LEVEL ELEVATOR SPEECH

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Related topic to audience	0	1-3	4-7	8-10	
Ideas presented logically and sequentially	0	1-5	6-10	11-15	
Speech is sincere and engaging	0	1-3	4-7	8-10	
One business card with additional visual (three copies)	0	1-5	6-10	11-15	
Presentation					
Smoothly-paced speech	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Confident, enthusiastic, professional	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
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FBLA-MIDDLE LEVEL EXPLORING BUSINESS ISSUES

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the topic	0	1-5	6-10	11-15	
Alternative solutions are recognized with pros and cons stated and evaluated	0	1-7	8-14	15-20	
Provides an effective recommendation(s)	0	1-7	8-14	15-20	
Provides logical reason for recommendation(s)	0	1-5	6-10	11-15	
Presentation Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

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FBLA-MIDDLE LEVEL FBLA MISSION & PLEDGE

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Recites FBLA mission from memory	0	1-5	6-10	11-15	
Reflection of FBLA mission is relevant and appropriate	0	1-5	6-10	11-15	
Recites FBLA pledge from memory	0	1-5	6-10	11-15	
Reflection of FBLA pledge is relevant and appropriate	0	1-5	6-10	11-15	
Presentation					
Smoothly-paced speech	0	1-3	4-7	8-10	
Confident, enthusiastic, professional	0	1-3	4-7	8-10	
Used appropriate eye contact, voice projection, gestures, and posture	0	1-3	4-7	8-10	
Effectively answered questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score	/100 max.				
Comments					

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FBLA-MIDDLE LEVEL MARKETING MIX CHALLENGE

Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product	0	1-5	6-10	11-15	
Price: description of selling price and pricing strategy	0	1-5	6-10	11-15	
Place: description of where product will be sold	0	1-5	6-10	11-15	
Promotion: description of advertising methods	0	1-5	6-10	11-15	
People: description of target market	0	1-5	6-10	11-15	
Demonstrates knowledge and understanding of marketing concepts	0	1-3	4-7	8-10	
Delivery					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1	2-3	4-5	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

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FBLA-MIDDLE LEVEL MULTIMEDIA & WEBSITE DEVELOPMENT Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	0	1-3	4-7	8-10	
Web pages appeal to audience	0	1-3	4-7	8-10	
Web page incorporates a theme and logo	0	1-3	4-7	8-10	
Includes one activity with user interaction (game, survey, form completion, etc.)	0	1-3	4-7	8-10	
Technical Components					
Web pages are viewable on standard browsers	0	1-2	3-4	5	
Logical and effective sequence of navigation	0	1-3	4-7	8-10	
All links are functional and allow viewer a path to home page	0	1-3	4-7	8-10	
Sites uses technology tools and enhancements effectively (i.e. video, sound, photo, image editing, graphics)	0	1-3	4-7	8-10	
Multimedia presentation includes sound, photos, image editing, graphics (1-3 minutes)	0	1-3	4-7	8-10	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-2	3-4	5	
Self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Ability to effectively answer questions	0	1-2	3-4	5	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

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FBLA-MIDDLE LEVEL VIDEO GAME CHALLENGE

Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	0	1-3	4-7	8-10	
Demonstrates a high-quality game that runs smoothly	0	1-5	6-10	11-15	
Explains the programming language or game/animation engine used and the process undertaken in creating the game	0	1-5	6-10	11-15	
Technical Components					
Instructions are clear and executable	0	1-3	4-7	8-10	
Errors did not crash the game or prevent use	0	1-3	4-7	8-10	
Program documentation is readable, useful, and complete	0	1-3	4-7	8-10	
Delivery Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
Ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

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