



FBLA AMERICAN ENTERPRISE PROJECT

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
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	○	7	○	14	○	20	○		
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	○	5	○	10	○	15	○		
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	○	3	○	7	○	10	○		
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	○	7	○	14	○	20	○		
Evidence of publicity received	No evidence of publicity received		Information was shared with the media but no evidence of publicity is shared		Project was recognized within the school and/or community		Project was recognized in more than one way by the school and/or community			
	0	○	1	○	3	○	5	○		
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	○	1	○	3	○	5	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	3	○	7	○	10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
									Performance Total		
									Report Total (100 max)		
									Grand Total		

School: _____

State: _____

Judge's Signature: _____

Date: _____



FBLA AMERICAN ENTERPRISE PROJECT

Report Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	3	○	7	○	10	○		
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	○	3	○	7	○	10	○		
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	○	5	○	10	○	15	○		
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	○	7	○	14	○	20	○		
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	○	3	○	7	○	10	○		
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	○	3	○	7	○	10	○		
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	○	3	○	7	○	10	○		

Report Format

Arrange information according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet		All information presented, but order inconsistent with rating sheet		Information arranged according to rating sheet		Presented in the correct order and includes written transitions between sections			
	0	○	3	○	7	○	10	○		
Format and design a business report	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	○	3	○	7	○	10	○		
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors		3-4 grammar, punctuation, or spelling errors		No spelling errors, and not more than 2 grammar or punctuation errors		No spelling errors, and not more than 1 grammar or punctuation error			
	0	○	1	○	3	○	5	○		
Report Subtotal (100 max)										

Penalty Points

Report Guidelines not followed	-5	○	Total Penalty	-	
			Grand Total (100 max)		

School: _____

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