



## FBLA-Middle Level Competitive Event Changes for 2021-2022

July 2, 2021, 9 a.m., EDT

# Agenda

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1. Competitive Event Changes for 2021-2022
2. Competitive Event Topics for 2021-2022

# 1. Competitive Event Changes

These changes will be in effect for the 2022 NLC to be held in Chicago, IL.

# FBLA-Middle Level: New Events

- **New Objective Test Events:**
  - **Exploring Economics** will be an individual objective test event.
  - **Exploring Technology** will be an individual objective test event.
  - **FBLA Concepts** will be an individual objective test event.
  - **Interpersonal Communication** will be an individual objective test event.
  - **Leadership** will be an individual objective test event.
  - **Learning Strategies** will be an individual objective test event.
  - **Running an Effective Meeting** will be an individual objective test event.

# FBLA-Middle Level: New Events

## □ New Performance Events:

- **Annual Chapter Activities Presentation** will be a chapter event, with a presentation team of one to three members from the chapter. The chapter will present an account of their activities from the close of the previous National Leadership Conference through the conclusion of the current State Leadership Conference.
- **Business Ethics** will be an individual/team objective test event and a case study to be presented to judges.
- **Career Research** will be an individual presentation event. Members will conduct research on a career of their choice and present information related to the career.
- **Exploring Business Issues** will be an individual or team presentation event, with teams of two to three members. Members will receive a topic to research and present their findings during the presentation.

# FBLA-Middle Level: New Events

## □ New Performance Events:

- **FBLA Mission & Pledge** will be an individual presentation event. Members will recite and reflect on the FBLA mission and pledge.
- **Marketing Mix Challenge** will be an individual or team presentation event, with teams of two to three members. Members will create a marketing plan for a product/service that includes integration of the five Ps of the marketing mix with promotional materials as part of the presentation.
- **Video Game Challenge** will be an individual or team demonstration event, with teams of two to three members. Members will create a video game based on a published topic and will demonstrate the video game and its usability and functionality.

# FBLA-Middle Level: Modified Events

- **Business Math & Financial Literacy** will now be named **Financial Literacy** and the business math concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- **Introduction to Computer Science & Coding** will now be named **Exploring Computer Science** and the coding concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- **Multimedia & Website Development** will now be an individual or team demonstration event, with teams of two to three members. Additionally, the event will be modified to become a demonstration event where the project will be demonstrated directly to the judges to show its usability and functionality. The project will no longer be prejudged, and the objective test will be eliminated.

# FBLA-Middle Level: Name Change

- **Community Service Project** will be renamed **Community Service Presentation**.



# FBLA-Middle Level: Procedure Change

- Each state will be allowed to submit two entries for each FBLA-Middle Level competitive event.

## 2. Competitive Event Topics

These topics will be in effect for the 2022 NLC to be held in Chicago, IL.

It is suggested you check with your states to see if they will use the same topic for your SLC.

# FBLA-Middle Level

## Competitive Event Topics

### Business Ethics

The topic/case study for this event will be fully released in August. The topic will relate to the following:

- The ethics of community guidelines on social media.

### Elevator Speech

You and other members of your FBLA-Middle Level chapter are participating in a community service project to pick up trash in your local park. A woman at the park notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

# FBLA-Middle Level

## Competitive Event Topics

### Exploring Business Issues

The pandemic opened a new era in vaccine development with new technologies. However, a large number of people have been hesitant to get the Covid-19 vaccine, claiming there was not enough research done. As we move to the new normal, many employers considered requiring their employees to get vaccinated before returning to work. Do you think an employer should mandate a Covid-19 vaccine? Tell us why or why not employers should require the vaccine. Share your reasoning.

### Multimedia & Website Development

Design, build, and launch a website that introduces your new FBLA-Middle Level chapter to the other students in your school. The website must include, but is not limited to, the following:

- An animated theme and logo that includes music
- A form for potential members to complete in order to join your chapter
- A video from your chapter president welcoming potential members to the website and inviting them to check out FBLA-Middle Level by attending one of your regularly scheduled meetings