

# AMERICAN ENTERPRISE PROJECT

## EDWARD D. MILLER AWARD

The Edward D. Miller Award recognizes FBLA chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.

### PERFORMANCE COMPETENCIES

- Answer questions effectively
- Demonstrate ability to make a businesslike presentation
- Demonstrate good verbal communication skills
- Describe project development and implementation

### NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, organizational

Economics and Personal Finance: economic systems

Entrepreneurship: economics

Management: ethics and social responsibility, technology and information management

**CAREER CLUSTERS:** *Business Management and Administration; Information Technology*

### ELIGIBILITY

All active local chapters (up to three [3] members) may submit **two** copies of one project to be **received** by the state office by March 5, the SBLC registration deadline.

1. Competitors in this event must be on record in the FBLA state and national offices as paying dues by February 15.
2. Chapters must be selected in accordance with the regulations of the local chapter and the state association.
3. Members representing their chapter in the presentation portion of this event may compete in an additional event.
4. Chapters failing to report on time for their oral presentation may be disqualified.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
6. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.

### OVERVIEW

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts to be eligible. The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and to then share their expertise in some way with others inside and/or outside of the school.

Up to fifteen (15) chapters with the highest scores on the project report will participate in the performance at the State Business Leadership Conference to explain the project development and implementation. Specifically the performance should address the impact of the project to the community, member involvement, and results of the project.

### GUIDELINES

1. Each chapter competing in this event must submit **two** (2) copies of one project **received** by the state office by March 5.
2. If the entry is a team, rather than an individual, no more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. If the entry is an individual, that participant may not have won this event at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. The project must not have been submitted for a previous SBLC or NLC.
3. Written reports must adhere to the following technical requirements:

#### **Report Guidelines**

##### Report—General

- Student members, not advisers, must prepare reports.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Business Leadership Conference and the start of the current State Business Leadership Conference.
- All team members must participate in the presentation.
- Reports submitted for competition become the property of Washington State FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

##### Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover.
- Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (200x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

#### Report Contents

- Table of contents with page numbers
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

#### **Performance Guidelines**

- Up to fifteen (15) chapters with the highest scores on the project report will proceed to the oral presentation. Up to three (3) members may give the oral presentation.
- Team members, not advisers, must perform all aspects of the presentation including speaking, set-up, and operating audio-visual equipment. Other representatives of the chapter may not provide additional assistance.
- All team members are expected to actively participate in the performance.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items. The participant(s) must provide all equipment for the presentation. A screen will be provided.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used will be recorded. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Performances are open to conference attendees, except performing participants of this event.
- The final ranking is determined by the scores from the written report and the oral presentation. In the case of a tie, the written report score will be used to determine the final rankings.

#### **JUDGING**

Reports will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written report scores and the oral presentation scores. The report score will be used to break a tie. All decisions of the judges are final.

#### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

#### **NATIONAL ENTRIES**

Washington State may enter two (2) projects in national competition.



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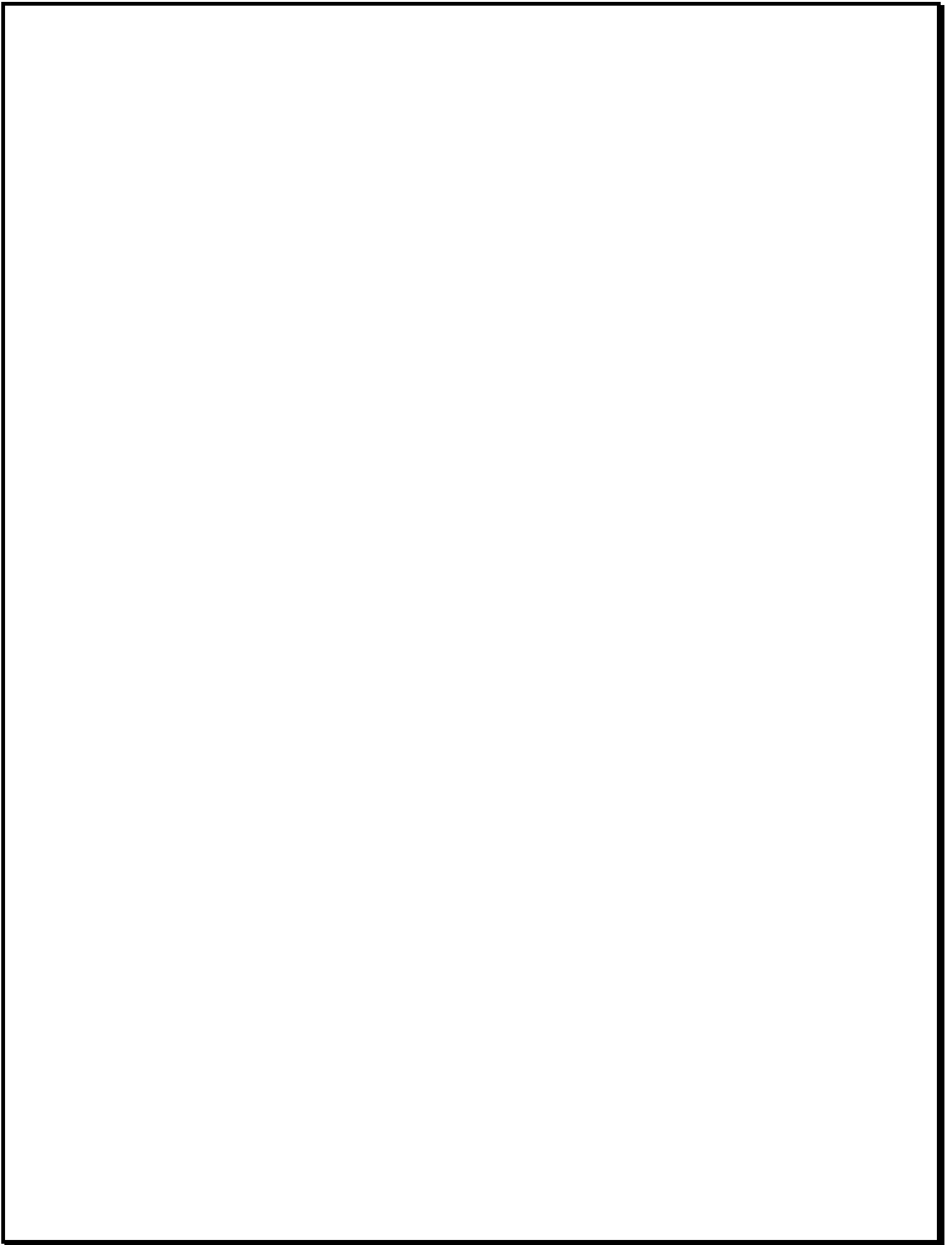
## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1-5	6-10	11-15	
Research into school and/or community needs	0	1-2	3-4	5	
Planning and development of project	0	1-7	8-14	15-20	
Implementation of project	0	1-5	6-10	11-15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1-7	8-14	15-20	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Creativity of the written report and design	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
<b>Subtotal</b>				<b>/100 max.</b>	
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):					
<input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>				<b>/100 max.</b>	

Student Names:				
School:				
Judge's Signature:		Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator





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## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Describes project development and strategies used to implement project	0	1-7	8-14	15-20	
Describes research into school or community needs	0	1-5	6-10	11-15	
Appropriate level of member involvement in project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-14	15-20	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Report Score</b>	<b>/100 max.</b>				
<b>Final Score</b> (add total points and report score)	<b>/200 max.</b>				

Student Names:			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator