

Nebraska FBLA Handbook

Section 5: Middle Level FBLA

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Business Etiquette

Overview

This event consists of a 30-minute objective test administered during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Proper Introductions and Direct Eye Contact | Public Speaking | Tables Manners and Dining Decorum | Cell Phone Etiquette | Texting and Social Media Protocol | Netiquette | Professionalism | International Customs | Etiquette

Guidelines

Participants must furnish their own No. 2 pencils and erasers and their own calculators. No graphing or financial calculators, phones, or other memory storage devices are allowed.

Judging

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Elevator Speech event at the National Leadership Conference (NLC).

Career Exploration

Overview

This event consists of a 30-minute objective test administered during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Career Plans | Career Goals | Career Pathways | Job Searches | Job Applications | Cover Letters | Interviews | Basic Career Education | Employability Skills | Stress and Time Management

Guidelines

Participants must furnish their own No. 2 pencils and erasers and their own calculators. No graphing or financial calculators, phones, or other memory storage devices are allowed.

Judging

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Career Exploration event at the National Leadership Conference (NLC).

Digital Citizenship

Overview

This event consists of a 30-minute objective test administered during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Personal Security and Online Privacy | Rights and Responsibilities | Ethics | Digital Footprint | Internet Searches | Copyrights | Cyber Bullying

Guidelines

Participants must furnish their own No. 2 pencils and erasers and their own calculators. No graphing or financial calculators, phones, or other memory storage devices are allowed.

Judging

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Digital Citizenship event at the National Leadership Conference (NLC).

Elevator Speech

Overview

This event consists of a 30-second speech presented during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Topic

You and other members of your FBLA-Middle Level chapter are on your way to your first National Leadership Conference. The woman sitting next to you on the airplane 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.

Guidelines

Speech may be no longer than 30 seconds in length.

Judging

Entries will be judged according to the rating sheet. All decisions of the judges are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Elevator Speech event at the National Leadership Conference (NLC).

Financial Literacy/Business Math

Overview

This event consists of a 30-minute objective test administered during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Percentages | Fractions and Decimals | Ratios and Proportions | Savings | Checking Accounts | Decision Making | Taxes | Investing | Insurance | Real Estate | Financial Goals | Definition of Terms | Basic Economic Concepts

Guidelines

Participants must furnish their own No. 2 pencils and erasers and their own calculators. No graphing or financial calculators, phones, or other memory storage devices are allowed.

Judging

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Financial Literacy/Business Math event at the National Leadership Conference (NLC).

Introduction to Computer Science and Coding

Overview

This event consists of a 30-minute objective test administered during the State Leadership Conference.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Computational Thinking and Problem Solving | Algorithms and Programs | Logical Reasoning | Basic Coding | Manipulating and Analyzing Data Using Digital Tools | Robotics

Guidelines

Participants must furnish their own No. 2 pencils and erasers and their own calculators. No graphing or financial calculators, phones, or other memory storage devices are allowed.

Judging

The test will be machine graded. Ties will be broken based on the order the tests were returned. All judges' decisions are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Introduction to Computer Science and Coding event at the National Leadership Conference (NLC).

Multimedia & Website Development

Deadline: FEBRUARY 12, 2020

Overview

This event consists of a prejudged project submitted by the State Leadership Conference deadline.

Eligibility

Only registered Middle Level members may compete in Middle Level events.

Competencies

Career Awareness Related to Multimedia and Website Industry | Technology Operations and Concepts | Visual Design Concepts | Animation Techniques | Gaming | Digital Audio | Web Technologies | Graphic Design

Topic

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

Guidelines

- The website must include a 1-3 minute multimedia presentation.
- The website must include sound, photo and image editing, and graphics.
- The website must include at least one activity with user interaction.

Judging

Entries will be judged according to the rating sheet. All decisions of the judges are final.

National Entry

The top Middle Level Member of this event will represent Nebraska in the Multimedia & Website Development event at the National Leadership Conference (NLC).

Multimedia & Website Development Rating Sheet

Member's Name: _____

Chapter: _____ State: _____

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Creative and original	0	1-3	4-7	8-10	
Effectively covers topic	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	
Comments:					
Technical Components					
Web pages are viewable on standard browsers	0	1-3	4-7	8-10	
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	
Site uses technology tools and enhancements effectively (i.e. video, sound, 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	
Comments:					
Subtotal					/100
Penalty - Deduct five (5) points for failure to follow guidelines.					
Final Score					/100

Judge's Signature _____ Date: _____

LEAD Program

*Deadline: **FEBRUARY 28, 2020***

Directions: Students must be members of the FBLA-ML division and may complete more than one level per year. Members must log their progress and report to the Adviser, who will verify and submit the member's work for recognition.

Your students receive recognition when they complete each level.

Students have the flexibility to save and document their work using any of the following methods:

- Google Docs
- Dropbox
- Flash Drive
- Share drive on your server
- Journaling/blogging platform
- Social media platforms

Students also have the opportunity to join STEMPremier and earn badges. Instructions for joining STEMPremier.

The LEAD program offers the opportunity for your students to earn a variety of digital badges throughout this unique leadership development program, in addition to a badge at the completion of each level that may be uploaded to their online leadership profile.

LEAD Levels

- Bronze
- Silver
- Gold

LEAD – Bronze Level

Deadline: FEBRUARY 28, 2020

Instructions: Complete 10 activities.

Students: When you have completed the activities, share them with your adviser.

Advisers: Fill out this form once you have verified students have completed the Bronze Level.

Recognition:

1. Electronic LEAD Bronze Level Certificate of Recognition that advisers may download, print, and present at a chapter meeting or event.
2. Electronic LEAD Bronze Level Badge
3. LEAD Bronze Level Pin mailed to the local chapter adviser.

Bronze Level Activities

Leadership: Team Player

Activity 1: Let's Meet

Attend a chapter meeting. (Record the date and time).

Activity 2: Know the Basics

Create a flyer with the FBLA-PBL Mission, Goals, Creed, and Pledge. (Save a copy of the flyer).

Activity 3: Spread the Word

Create a promotional piece to recruit local chapter members. Examples include a poster or bulletin board encouraging students to join your FBLA-ML chapter. Can be a team collaboration effort. (Post your masterpiece to a social media platform and use the hashtag #FBLAMiddleLevel).

Activity 4: Text. Text.

Text two (2) friends and invite them to the next FBLA-ML meeting. (Share the names of the two friends with your adviser).

Education: Mission Possible

Activity 1: All About Me

Complete the characteristics worksheet. (Save a copy).

Activity 2: My, Smart Phone!

Pretend you are designing a smartphone app. The app is based on YOU and what you bring to your FBLA-ML chapter. Design a mock-up to include App Name, App logo, three (3) traits about yourself, two leadership skills, one dream for your future career, and a tag line. You may use card stock, construction paper, or a computer. (Save a copy of your app – if you have not done it on a computer, scan your design and save a copy).

Activity 3: My Talents and Skills

Join STEMPremier to create your online leadership profile.

LEAD – Bronze Level Continued

Activity 4: Tweet That!

Select a book, magazine, blog, or video on leadership, careers, or an aspect of business. Create five 140 character messages (the length of a Tweet) that highlight key points. (Save your messages).

Activity 5: Business in Action

Participate in a chapter tour of a local or area business. (Write and save a press release that includes a photo of all of your members in front of the business you visited).

Service: Super Star

Activity 1: Join that Committee

Participate on your chapter's community service project committee. (Write a brief summary of the projects discussed, what you volunteered to work on, and what you learned from serving on this committee. Include a photo of your community service committee during a meeting with your summary).

Activity 2: Be a HERO for Babies

Research Prematurity Awareness Month and create a rack card to promote World Prematurity Day. (Save a copy of the rack card).

Activity 3: Count on FBLA-ML

Volunteer 5 hours of community service. (Write a brief summary and take a selfie at the community service event).

Activity 4: Become an Eco-Helper

Create a poster that highlights a green idea and design an Earth Day card to reproduce and distribute to chapter members. (Save your poster and card).

LEAD – Silver Level

Deadline: FEBRUARY 28, 2020

Pre-requisite: Bronze Level

Instructions: Complete 12 activities.

Students: When you have completed the activities, share them with your adviser.

Advisers: Fill out this form once you have verified students have completed the Silver Level.

Recognition:

1. Electronic LEAD Silver Level Certificate of Recognition that can be downloaded and printed by the local chapter adviser to award at a local chapter meeting or event
2. Electronic LEAD Silver Level Badge
3. LEAD Silver Level pin mailed to the state adviser

Silver Level Activities

Leadership: Team Impact

Activity 1: Everybody In!

Work in a team to recruit and motivate participation in FBLA-ML. (1) tri-fold brochure and a (2) video, movie, radio, or TV announcement promoting FBLA-ML to fellow students. (Work with your adviser to save your presentation to YouTube or SlideShare so others can be inspired by your creativity).

Activity 2: Winner's Circle!

Compete in an FBLA-ML competitive event at the District/Regional, State, or National levels. (Take a selfie at the conference and write a brief paragraph about what you competed in and what you learned. Save both).

Activity 3: Programs that Pop

Select one of the many FBLA-Middle Level educational programs, conferences, or competitive events that interest you. Write a three-paragraph essay sharing what this program is, why you are interested in it, and what you need to do start participating in the program. (Save a copy of your essay).

Activity 4: Celebrate FBLA-ML!

Work in a team to create a 30-second promotional commercial advertising your chapter's plans for American Enterprise Day or FBLA-PBL Week. Play it at a local chapter meeting. (Save a copy the commercial).

Activity 5: Design Some FBLA-Middle Level Gear

Design a t-shirt for your local chapter. Make sure to include the current national theme and the official FBLA-PBL logo somewhere on this design. Note: The FBLA-PBL MarketPlace (Upload a copy of the design)

Activity 6: An Elevator Pitch that Takes You to the Top

Create an Elevator Speech about FBLA-ML. (Record your pitch – save the video or audio).

LEAD – Silver Level Continued

Education: Kudos Korner

Activity 1: Communicate with Flair

Complete the FBLA-ML Business Communications quiz with a score of 90 percent or better. (Record your score and share it with your adviser).

Activity 2: It's All About You!

Create a magazine cover that is about you. Choose one word that describes you for the title of the publication. Then, be sure you follow all of the requirements. Be creative and make the finished product look as professional as possible. (Save a copy of your magazine cover).

Activity 3: Highlight YOU

Complete "All About" worksheet. (Scan and save your completed copy).

Activity 4: Discover the American Dream

Write an essay on the topic, "What Does American Enterprise Mean to You?" (Save a copy of your essay).

Activity 5: Find Your Career Connections

Complete, save, and upload the Careers Crossword puzzle.

Activity 6: Learn Real World Skills

Participate as part of a team for the Stock Market Game. (Your adviser will register you. Write and save a paragraph about what you learned).

Service: Shining Star

Activity 1: Join March for Babies

Your chapter's community service committee is participating in the March for Babies closest to your community. Sign up under your FBLA-ML local chapter team. (Save a photo of you and your team at the actual walk and request the March for Babies badge).

Activity 2: Get Caught Reading

Participate in your chapter's Community Service Committee project to dress as up as your favorite fictional character and read a book aloud to elementary students. (Take a selfie photo and write a news release about your chapter's community service project. Save both).

Activity 3: Become an Eco-Friend

Choose and complete one of the following activities:

- Research a celebrity who has made a significant impact on the environment or the green movement, or
- With your adviser's approval, invite someone to speak at one of your local chapter meetings about recycling or another topic relating to environmental issues.

(Write and save a brief summary of what you learned).

LEAD – Silver Level Continued

Activity 4: Make a New “Grand-friend”

With some of your chapter members and the approval of your local chapter adviser, visit a retirement home and spend time doing fun activities with the elderly who lack immediate family. Play card games, do crafts together, teach each other new skills, make up stories, exchange advice, and build a real connection. (Take a photo of you, your members, and all of the new “grand-friends”).

LEAD – Gold Level

Deadline: FEBRUARY 28, 2020

Pre-requisite: Bronze and Silver Level

Instructions: Complete 15 activities.

Students: When you have completed the activities, share them with your adviser.

Advisers: Fill out this form once you have verified students have completed the Silver Level.

Recognition:

1. Electronic Certificate of Recognition that the adviser can download and print to award at a local chapter meeting or event.
2. LEAD Gold Level Badge to upload to their Leadership Portfolio.
3. Pin and ribbon awarded at the National Leadership Conference.

Gold Level Activities

Leadership: Team Awesome

Activity 1: Get some R&R

Complete the R&R Pledge. Recruit two new paid members to FBLA-ML by January 15. Have them sign a pledge to join again next year and join you on a recruitment committee. (Complete and save pledge card).

Activity 2: Promote Yourself!

Create and video a 30 second sales pitch all about YOU! (Save your sales pitch).

Activity 3: Game On!

In a team, create a game designed for elementary students to have fun learning about economics and the free enterprise system. Be creative! This can be a board game, card game, BINGO game, scavenger hunt, etc. Give the game a name, design a logo, create instructions, and design the materials needed to play. Follow with a poster contest about why people should SHOP (your town). (Save a photo of and your team holding the game and a summary of the rules of the game, what the students and what the students learned. Include at least two photos of you and your team teaching the game to elementary students and a press release of the winners of the poster contest holding their winning designs. Save all of these activities).

Activity 4: Buddy Up!

Mentor a new ML member or shadow a high school FBLA member. (Write and save a 100-word summary of your experience and include a photo of you and your friend).

Activity 5: Thank Your Adviser

Design a card to give to your local chapter adviser during Adviser Appreciation Day during FBLA-PBL week. (Save a copy of your card).

Activity 6: NFLC or Bust

Attend the FBLA-ML Track at the National Fall Leadership Conference. (Write and save a press release and a photo of all of your chapter members who attended this conference). Design a t-shirt for your local chapter. Make sure to include the current national theme and the official FBLA-PBL logo somewhere on this design. Note: The FBLA-PBL MarketPlace (Upload a copy of the design)

LEAD – Gold Level Continued

Education: Game Changer

Activity 1: Business... Know How!

Research a local or area business and identify its mission and the year it was founded. Describe the target market and identify at least two competitors. Determine the number of employees, describe the services/products it offers, and estimate the cost of at least one product/service vs. the sales price. Finally, obtain a quote about business success and a business card from someone who works there. Use technology to present your findings during an FBLA meeting or in class. Have someone tape your presentation. (Save a copy of your video).

Activity 3: Use Technology Wisely

Complete the Digital Citizenship quiz, which covers appropriate and responsible technology use, with a score of 90% or better. (Complete the interactive quiz).

Activity 4: Hot Careers

Research careers in technology (cyber security, computer systems analyst, software engineer, computer programmer, web developer, mobile developer etc.) (Write and save a 100-word report on the career that you find the most interesting and why you like that particular career).

Activity 5: Character Hired

In a team, choose a movie, video game, or television show that you all like (and that your parents approve). Have each team member choose a character. Create a group presentation highlighting each character and at least three strengths and one weakness that they possess. As a group, pretend you are employers starting a business. Identify which character you would want to hire to be on your team, and explain why at a chapter meeting. Have someone tape your presentation. (Save a copy of your presentation).

Activity 6: It's All About the Job

February 2 is National Job Shadowing Day. Championed by the Bureau of Labor Statistics and many other organizations, National Job Shadowing Day provides youth a unique look into different industries and careers within those industries. With the help and approval of your local adviser, shadow a businessperson in a career that interests you. (Complete and save the job shadowing form).

Service: 5 Star Honors

Activity 1: Join the Movement

Your Community Service Project Committee has planned a Prematurity Awareness Day Promotion (November 17) in which you and all of your members where purple and take a photo. You and your committee must participate in one other planned project: (1) Make small ribbons to represent March for Dimes. When giving them out to people ask for a small donation of any amount they can! Or (2) contact your closest March of Dimes chapter for paper cut-outs and sell them for \$1-2 at your school, your parents' workplaces, or in a central location on your campus. (Write and save a press release with a photo about this project and a copy of the completed official fundraising form, which includes the total amount raised by everyone in your chapter).

LEAD – Gold Level Continued

Activity 2: Show School Pride

In a group and with your adviser's approval, plan and participate in a school service project: (1) sponsor a teacher appreciation activity, (2) offer babysitting services for Parent Teacher Conferences, (3) or create "Thank You" cards to leave for teachers, parents, classmates, and staff. (Prepare and save a news release that includes at least one photo).

Activity 3: Become an Eco-Champ

Choose and complete one of the following activities: (1) Watch the animated film, Wall-E and write an essay about what happens when the Earth's resources are used up or (2) Tour a zoo with your local chapter and find out how many animals in the zoo are at risk of becoming extinct. Take a photo of one of the animals, research that animal, and prepare a 1-page report (Upload your essay, summary or report).

Activity 4: Help the Homeless

As part of your chapter's community service project, with your adviser and other chapter members, fill backpacks with cups, pots, pans, soap, toothpaste, and other cosmetics to create homeless "survival kits" to be distributed to homeless shelters in your community. (Prepare and save a news release that includes at least one photo).

Activity 5: Serve your Community

Walk dogs, collect mail, shovel snow, or rake leaves for someone in your neighborhood who needs the help. (Prepare and save a one-page memo to your local chapter adviser about the benefits of this activity).

Activity 6: Member Choice

Support a community service effort/project of your choice that requires a minimum of 10 service hours. Remember to get approval from your adviser for your selected activity. (Complete interactive project planning form).

Young Leader Award

*Deadline: **FEBRUARY 12, 2020***

Overview

This award honors ML - FBLA members who have made outstanding contributions to the association at the local and state levels.

Eligibility

Each active local middle level chapter may enter one participant.

Elements to display

- Criteria for selection of the nominees for this event should include:
- Years of participation in FBLA activities.
- Extent of participation in FBLA conferences sponsored by the state chapter and national association.
- Offices held on the local level and goals accomplished in this position.
- Chairmanships and committee participation.
- Contributions to local, state, and national projects.
- FBLA honors and awards—local, state, and/or national.

Regulations

- An applicant for this event can also apply for the All-State Quality Member Award.
- Each local chapter shall determine its own method for selecting its nominee for the Young Leader Award.
- To be considered for national recognition, the nominee must have completed the LEAD Silver Level.
- Complete the appropriate entry form found on the Nebraska FBLA website and submit with a PowerPoint type presentation displaying the required elements.

Judging

A judging team will select up to the top ten (10) of the Nebraska ML FBLA membership to receive recognition.

National Entry

Nebraska's one (1) candidate for the Young Leader Award at the National Leadership Conference will be the highest point recipient as determined by the judging team. The nominee must have completed the LEAD Silver Level to be eligible for national competition.

Young Leader Award Rating Sheet

Name _____ Chapter _____

☐ Check if nominee completed the LEAD Silver Level.

Submit a presentation document displaying the required elements.

FBLA Involvement in middle level only. *Can be a joint project with FBLA and Middle Level Chapters..

FBLA Involvement	POSSIBLE POINTS	POINTS EARNED
Years of participation in FBLA activities (1 point per year)	5	
Attendance at FBLA state conferences: FLC or SLC (1 point per conference)	10	
Participation in FBLA state conferences (Ex.: 2 points per workshop given, 1 point for serving as a voting delegate, 1 point for competing in an event)	10	
Attendance at FBLA national conferences: NFLC or NLC (2 points per conference)	10	
FBLA local offices (2 points per office)	10	
Goals accomplished as local officer (1 point per goal)	5	
FBLA chairmanships and committee participation (2 points per chair, 1 point per committee)	10	
Contribution to local, state, and/or national projects (1 point for local, 2 points for state and national projects)	10	
FBLA honors and awards (1 point for local, 2 points for state, 3 points for national)	10	
LEAD Awards (1 point per level)	3	
Presentation		
Organization, completeness, and logical arrangement	5	
Correct grammar, punctuation, spelling	2	
Total Points		____/90

Judge's Signature _____

Judge's Comments _____
