



CHAPTER SUCCESS GUIDE

Oklahoma FBLA | 2023–2024



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FBLA Overview

FBLA MISSION STATEMENT

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

HISTORY AND REACH

Future Business Leaders of America, Inc. is the largest career student organization in the world and is located in Reston, Virginia.

Oklahoma Future Business Leaders of America (FBLA) is a state affiliate of Future Business Leaders of America. Oklahoma became a chartered member in 1954. Articles of Incorporation were filed with the Office of the Secretary of State in 2017.

FBLA, Inc., is an international professional association and the largest career student organization in the world serving students with career interests in the field of business. Each year FBLA serves over 196,000 members. FBLA, Inc., chartered its first chapter in 1940 in Johnson City, Tennessee, because of the efforts started in 1937 by Hamden L. Forkner of Teachers College, Columbia University in New York City.

SIZE


Each year, Oklahoma FBLA helps dozens of members prepare for careers in business in chapters in high schools, middle and junior high schools, and private schools throughout the state.

ENDORSEMENTS

FBLA is endorsed by the U. S. Department of Education, National Business Education Association (Mountain-Plains), the Business and Marketing Division of the Association for Career and Technical Education, and over 50 other business-related partners and industry associations.

FBLA Fact Sheets

HIGH SCHOOL


FBLA


HIGH SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

200,000+
Members


Members by Grade




13,000+
Educators

5,200+
Chapters


50 States and territories




7 Countries



PROGRAMS




70+
Competitive Events




Leadership Development & Recognition

Business Achievement Awards • Champion Chapter Award

CONFERENCES




13,000+
attendees




3,000+
attendees

2 locations


WHY JOIN?




College Preparation




Scholarships




Academic Competitions




Career Exploration



Networking



Travel



Discounts

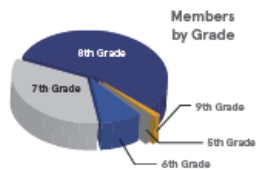
Learn more at fbla.org

FBLA MIDDLE SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

16,000+
Members



1,000+
Educators

650+
Chapters

37 States and territories



PROGRAMS

20+
Competitive Events



Leadership Development & Recognition

LEAD Awards • MERIT Award

CONFERENCES



13,000+
attendees



3,000+
attendees



WHY JOIN?



College Preparation



Scholarships



Academic Competitions



Career Exploration



Networking



Travel



Discounts

Learn more at fbla.org



COLLEGIATE

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

3,000+ Members	300+ Educators	250+ Chapters	36 States and territories 
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PROGRAMS

 <h3>Competitive Events</h3> <p>including case study competitions</p>	 <h3>Leadership Development & Recognition</h3> <p>Excellence Awards • Outstanding Chapter Award</p>
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CONFERENCES

 <h3>NLC</h3> <p>1,000+ attendees</p>	 <h3>CCC</h3> <p>200+ attendees</p> <p>2 locations</p>
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WHY JOIN?

 Professional Development	 Scholarships	 Academic Competitions	 Career Exploration
 Networking	 Travel	 Building Community	

Learn more at fbla.org



Connect with Oklahoma FBLA

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Fax: 702.939.9058

Follow Oklahoma FBLA on Social Media
oklahomafbla.org • facebook.com/oklahomafbla • [@oklahomafbla](https://twitter.com/oklahomafbla) •

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Follow National FBLA on Social Media

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ADMIN. ASSISTANT



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COLLEGIATE PROGRAM MANAGER



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DIRECTOR OF AWARDS &
RECOGNITION



2023-2024 Calendar of Events

Key: National Dates and Deadlines
 Oklahoma Dates and Deadlines

National Affiliation Opens – FBLA Connect Champion Chapter: Summer Starter Begins MERIT Awards Begins (MS) Dressed to Impress Scholarship Application Opens	August 1
National Fall Leadership Conference (NFLC) Registration Opens	August 30
Fall Stock Market Game Registration Opens	September 1
Champion Chapter: Summer Starter Submissions Due	September 27
Champion Chapter: Shaping Success Begins	September 28
Intuit Social Innovation Challenge (Fall)	TBD
Virtual Business Challenge Registration Opens	October 2
Fall Stock Market Game Begins	October 9
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	October 17
ACTE Outstanding Business Education Student Award Application Deadline Dress to Impress Scholarship Application Deadline	October 15
Fall Life Smarts Competition Begins	October 16
Fall Virtual Business Challenge Begins	October 17
National Fall Leadership Conference Registration Deadline	October 18
Fall Stock Market Game Registration Deadline	October 27
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	November 21
Champion Chapter: Shaping Success Submissions Due	November 8
Champion Chapter: Service Season Begins	November 9

Fall Virtual Business Challenge & Fall LifeSmarts Competition Ends	November 10
National Fall Leadership Conference: Providence, RI Dallas, TX	November 10-11 November 17-18
American Enterprise Day	November 15
March of Dimes World Prematurity Day	November 17
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	December 19
Fall Stock Market Game Ends	December 15
Early Bird Member Registration Deadline	December 31
Spring Stock Market Game Registration Opens	January 1
Champion Chapter: Service Season Submission Deadline	January 10
Champion Chapter: CTE Celebration Begins	January 11
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	January 16
Spring LifeSmarts Competition Begins	January 29
Spring Virtual Business Challenge Begins	January 31
Intuit Social Innovation Challenge (Spring)	TBD
SLC Registration Opens	February 1
National Career & Technical Education Month	February 1-29
First Deadline for Lead4Change	February 9
FBLA Week	February 11 -17
Spring Stock Market Game Begins	February 12
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	February 20

Spring Virtual Business Challenge & Spring LifeSmarts Competition Ends	February 23
Champion Chapter: CTE Celebration Submissions Due MERIT Award Submissions Due (MS)	February 28
National and State Dues Deadline	March 1
Spring Stock Market Game Registration Deadline	March 8
SLC Registration Closes	March 11
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	March 19
Online Testing Window	March 15-29
Award Submission Deadline for Recognition Awards (HS/MS) FBLA-National Technical Honor Society Scholarship Application Deadline National Bylaw Amendment Proposal Submission Deadline	April 1
SLC Conference Date – University of Central Oklahoma	April 5-6
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	April 16
Award Submission Deadline for Recognition Awards (Collegiate) NLC – Scholarship Application Deadline Distinguished Business Leadership Scholarship Application Deadline National Dues Payment Deadline for NLC, National Officer Candidates, and Voting Delegates (Collegiate)	April 15
Spring Stock Market Game Ends	April 19
Spring State Officer Summit	April 27
NLC Intent to Compete Deadline/Publish/Registration Deadline	April 21 / May 1 / May 3
Champion Chapter: Champion+ Submission Deadline	May 1
BAA Capstone Submission Deadline for Competitive Review	May 3
National Competitor Deadline	May 7 TENTATIVE

Second Deadline for Lead4Change	May 10
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	May 21
National Officer Candidate Application Submission Deadline (HS/Collegiate) MERIT Award Submission Deadline (MS) LEAD awards Submission Deadline for NLC Recognition	May 15
BAA Deadline for NLC Recognition	May 30
OK FBLA Adviser Huddle @ 3:30pm (Virtual) - Link	June 18
National Leadership Conference: Collegiate Orlando, FL	June 24 - 27
National Leadership Conference: HS/MS Orlando, FL	June 29 - July 2

2023 National Leadership Conference Winners

EVENT	PLACE	STUDENT	SCHOOL
Elevator Speech	1 st	Milo Skimbo	Emerging Leaders of Southeast Oklahoma
Business Ethics	4 th	Forbes and Valdez	Oklahoma Panhandle State University
Business Sustainability	5 th	Luqman Dabiri	Southeastern Oklahoma State University
Entrepreneurship Concepts	9 th	Kristin Hatter	Southeastern Oklahoma State University
Foundations of Accounting	4 th	Randall Hamm	Southeastern Oklahoma State University
Foundations of Finance	2 nd	Randall Hamm	Southeastern Oklahoma State University
Information Management	8 th	Kristin Hatter	Southeastern Oklahoma State University
Job Interview	5 th	Jessica Forbes	Oklahoma Panhandle State University
Management Concepts	8 th	Luqman Dabiri	Southeastern Oklahoma State University
Networking Concepts	5 th	Hunter Harris	Oklahoma Panhandle State University
Sports Management & Marketing	3 rd	Alan Achondo	Oklahoma Panhandle State University



Guidelines to Success for Advisers

SUMMER

- ☐ Plan for upcoming FBLA Year
- ☐ Meet with chapter officers
- ☐ Develop chapter Program of Work
- ☐ Hold team building activities
- ☐ Develop paperwork for students, parents, and supporters about FBLA dues
- ☐ Begin Champion Chapter Summer Starter/Champion + Activities
- ☐ Register for the Adviser Conference

SEPTEMBER

- ☐ Hold first chapter meeting
- ☐ Hold recruiting event (like pizza night, bowling, etc.)
- ☐ Have students visit and review FBLA State and National Websites
- ☐ Start students in Business Achievement Awards
- ☐ Plan all competitive events with students (and start working on projects)

OCTOBER

- ☐ Register members by October 20 to be recognized as an official chapter for fall publications
- ☐ Begin Champion Chapter Shaping Success Activities

NOVEMBER

- ☐ Celebrate American Enterprise Day
- ☐ Begin Champion Chapter Service Season Activities
- ☐ Plan and prepare for FBLA Week activities (FBLA week is February 11-17)
- ☐ Plan and prepare for CTE Month activities (CTE Month is February)

DECEMBER

- ☐ Hold chapter holiday celebration
- ☐ Receive and review State Business Conference (SLC) Registration materials

JANUARY

- ☐ Begin Champion Chapter CTE Celebration Activities

FEBRUARY

- ☐ Register for State Business Conference (SLC)
- ☐ Finalize State Projects
- ☐ SLC Registration Opens
- ☐ Celebrate CTE Month! (February)
- ☐ Celebrate FBLA Week! (February 11-17)

MARCH

March 1, 2024

- ☐ National and State Dues Payment Deadline for NLC Competitors, National Officer Candidates, and Voting Delegates (March 1)
- ☐ CTE Celebration Submissions + MERIT Award Submissions Due
- ☐ Conference and Competition Registration Opens for the 2024 National Leadership Conference (NLC) in Orlando, FL

March 8

- ☐ Spring Stock Market Game Registration Deadline

March 11

- ☐ SBLC Registration Deadline

March 15-29

- ☐ Online Objective Testing and Production Testing Window

APRIL

- ☐ Attend the State Leadership Conference (SLC)
- ☐ Complete National Leadership Conference (NLC) Intent to Compete Form
- ☐ Submit National Leadership Conference Registration (NLC) Materials

MAY

- ☐ Ensure that National Leadership Conference (NLC) payment has been made.
- ☐ Review and confirm national competition registration with state management.
- ☐ Submit projects/competition materials for National Leadership Conference (NLC)

JUNE

- ☐ Attend National Leadership Conference (NLC)
- ☐ Report success to local media outlets

Membership

FBLA DUES

State Dues	National Dues
\$6: High School & Middle School \$10: Collegiate	\$10: First increase in dues since 1989
Total High School & Middle School Membership Dues: \$16	
Total Collegiate Membership Dues: \$20	

Dues must be paid each year by March 1.



Key Events & Dates

Members looking to improve leadership skills, network with members across the state, and learn new ideas should mark their calendars for Oklahoma and National FBLA conferences throughout the year. Conferences are the highlight of the membership experience and access to the conferences is exclusive to FBLA members. You can learn more about our conferences on our website at <http://www.oklahomafbla.org>

NATIONAL FALL LEADERSHIP CONFERENCES (NFLC)

November 10-11 | Providence, RI

November 17-18 | Dallas, TX

Attend one of the two National Fall Leadership Conferences and learn more about what ***Together We Achieve*** has to offer. Hear from dynamic keynote speakers, attend exciting workshops, and network with members from across the country! Check out the NFLC Guide on the National website.

STATE LEADERSHIP CONFERENCE (SLC)

April 5-6 | University of Central Oklahoma

This two-day conference is where the best and brightest students across Oklahoma compete in business and leadership events with the opportunity to qualify for the National Leadership Conference, network with students, and participate in workshops to prepare for their future career.

NATIONAL LEADERSHIP CONFERENCE (NLC)

June 27-27 | Collegiate in Orlando, FL

June 29-July 2 | High School & Middle School in Orlando, FL

The National Leadership Conference is the culmination of the year for our members. If members place in the top ten at the State Leadership Conference, a member is eligible to be one of the four (4) students to represent Oklahoma at the National Leadership Conference. Each state can send four (4) representatives from the high school and middle school divisions to compete at the national level. This conference is where over 12,000 students gather from around the United States, Germany, Canada, China, and the Virgin Islands to compete and gain leadership skills. For details on this year's National Leadership Conference visit www.fbla.org.



FBLA Competitive Events

2023-2024 MIDDLE SCHOOL TOPICS

The topics will be used for state and national competitive events.

BUSINESS ETHICS (MIDDLE SCHOOL)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

ELEVATOR SPEECH

Category: Presentation

Type: Individual

You and the other FBLA Middle School members at your school have been asked to speak at the next school board meeting about the benefits of Career and Technical Student Organization (CTSO) membership in middle school. In a 30-second elevator speech, share with the school board how you have benefited from membership in FBLA and why more public funding should be made available to allow more students to participate.

EXPLORING BUSINESS ISSUES

Category: Presentation

Type: Individual or Team

The traditional work environment is changing as technology provides employees with the ability to work from anywhere, including from their home. More Americans are working from home, for longer periods of time. Employees are looking to push companies to break down the long-established structures and policies that traditionally have influenced workdays.

Include answers to the following questions during your presentation:

- How does this trend positively affect businesses?
- How does this trend negatively affect businesses?
- Examples of trends to discuss include collaboration, environmental impact, productivity, etc. (additional points/topics can be added)

MULTIMEDIA & WEBSITE DEVELOPMENT

Category: Demonstration

Type: Individual or Team

You have been asked by a local small business in your community to develop a website that will promote their business. The website must include the following elements:

- Home Page/Navigation Menu
- A header that promotes the business and its products/services
- An "About Us/Contact" page
- A page to register for the business' rewards program

Feel free to include any other elements to enhance the website.

Note: Partnering with an actual local business is encouraged, but not mandated.



VIDEO GAME CHALLENGE

Category: Demonstration

Type: Individual or Team

Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

2023-2024 HIGH SCHOOL TOPICS

The topics will be used for state and national competitive events.

BROADCAST JOURNALISM

Category: Presentation Event

Type: Individual or Team

You and your team are a part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:

- Community service project highlights.
- College preparation tips.
- Career/military exploration information.
- Cafeteria offerings.
- A story of an inspiring person in your school or community.

BUSINESS ETHICS (HIGH SCHOOL)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

CODING AND PROGRAMMING

Category: Demonstration

Type: Individual/Team

Create a program that allows your school's Career and Technical Education Department to collect and store information about local business and community partners. This program should include information on at least 25 different partners, with details such as, but not limited to, type of organization, resources available, and direct contact information for an individual. The program should enable users to search and filter the information as needed.

COMPUTER GAME & SIMULATION PROGRAMMING

Category: Demonstration

Type: Individual or Team

Create an adventure game with a storyline. The game must:

- Be playable on the student device using Windows 10, Mac OS, or a modern web browser.
- Be compatible with a maximum ESRB rating of E10+.
- Be secure and bug-free.
- Include:
 - A hero that is an FBLA member.
 - At least one villain.
 - Storyline incorporating FBLA goals, concepts, and/or history.
 - Use of arrow keys for movement and can incorporate other keys for other actions.
 - Scoring.
 - Win/lose screens.
 - At least two levels of play.



DATA ANALYSIS

Category: Presentation Event

Type: Individual or Team

Sun Motor Company is a fictitious auto manufacturer selling internal combustion (gas-powered) vehicles primarily in the United States. Sun Motor Company executives have expressed interest in the growing field of electric vehicles and are interested in the potential they could bring to the business. As a consultant working on Sun Motor Company's data analysis team, you oversee making data-driven recommendations for Sun Motor Company's executives. Using the datasets given, in addition to your own supplemental research, analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business. Not all datasets need to be included in the analysis and you are encouraged to include outside research. (The datasets will be included in the guidelines when released.)

DIGITAL ANIMATION (FORMERLY KNOWN AS 3-D ANIMATION)

Category: Prejudged Projects & Presentation

Type: Individual or Team

Create an animated educational video that teaches a business concept related to any FBLA competitive event.

DIGITAL VIDEO PRODUCTION

Category: Prejudged Projects & Presentation

Type: Individual or Team

Create a video that instructs others how to use a technology tool found in a business setting. All video content must be original.

GRAPHIC DESIGN

Category: Presentation

Type: Individual or Team

You are interviewing for a graphic designer job at a new business in your community. Your interviewers have asked you to create a branding package that showcases your unique style and highlights your skills in today's design industry.

Included in your branding package will be:

- Brand and logo design.
- Infographic or brochure for your given business.
- Advertisements for the promotion of your business.
 - Magazine advertisement
 - Billboard
 - Two different social media posts

INTRODUCTION TO BUSINESS PRESENTATION (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Why do businesses fail? Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.



INTRODUCTION TO PROGRAMMING (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Create a program that allows students at your school to calculate their grade point average. Use your school's grading scale to calculate both weighted and unweighted grade point averages.

INTRODUCTION TO PUBLIC SPEAKING (9TH & 10TH GRADERS)

Category: Speech

Type: Individual

Develop and deliver a speech based on the following topic: What is essential for you to secure your first job?

INTRODUCTION TO SOCIAL MEDIA STRATEGY (9TH & 10TH GRADERS)

Category: Presentation

Type: Individual or Team

Your marketing firm has been asked to present a social media plan for your state FBLA community service project's online summer fundraising event. The online summer fundraising event is used to secure new donors and to increase existing donors' support to the service project. You are being asked to present your social media campaign idea to the state FBLA Board of Directors at their annual meeting.

Address the following in your social media strategy, focusing on ONE social media platform:

- A schedule of social media posts.
- An example of a social media post.
- A plan to develop an awareness of the community service project.

Do not create live accounts.

MOBILE APPLICATION DEVELOPMENT

Category: Demonstration

Type: Individual or Team

Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

PUBLIC SERVICE ANNOUNCEMENT

Category: Presentation Event

Type: Individual or Team

There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

PUBLIC SPEAKING

Category: Speech

Type: Individual

Develop and deliver a speech based on the following topic: What are the legal and ethical implications of cybercrime? What can be done to help combat cybercrime?



SOCIAL MEDIA STRATEGIES

Category: Presentation Event

Type: Individual or Team

Your marketing firm has been asked to create a social media campaign for the local animal shelter to promote adoptions.

Address the following in your social media strategy:

- A schedule of social media posts.
- Three examples of social media posts on multiple platforms.
- Promotional plan of the campaign.
- Plan to develop awareness of the animal shelter.

Do not create live accounts without permission from the animal shelter.

VISUAL DESIGN

Category: Presentation Event

Type: Individual or Team

Design a storefront display for a local business' holiday promotion. Include pictures or sketches of a window, door, and sidewalk display highlighting the promotion for the business.

WEBSITE CODING

Category: Presentation Event

Type: Individual or Team

A community business has approached your team and has asked you to develop a website that advertises open jobs at the business. The website must include the following:

- A page including information about benefits and/or reasons to work at the company.
- A page including at least three different job openings at the company.
- At least one online job application form that allows applicants to apply for jobs at the company.
- At least three graphic elements.

Do not create live websites without permission from the community business.



WEBSITE DESIGN

Category: Demonstration

Type: Individual or Team

You have been asked by a non-profit organization in your community to develop a website that promotes the benefits of partnering with them on an annual basis. In addition to promoting these benefits, the non-profit is sponsoring a gala in the next 90 days to help raise funds needed to support their mission. They have asked you to develop a website that will promote the non-profit organization and the gala.

The website should include the following elements:

- Navigation menu.
- A header that promotes the non-profit organization and its activities.
- A sub-section highlighting the gala and relevant information.
- An online form page to donate to the non-profit organization.
- An online form page to register for the gala.

Do not create live websites without permission from the non-profit organization.



2023-2024 COLLEGIATE LEVEL TOPICS

The topics will be used for state and national competitive events.

BUSINESS ETHICS (COLLEGIATE)

Category: Objective Test & Presentation

Type: Individual or Team

Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

BUSINESS PRESENTATION

Category: Presentation

Type: Individual or Team

Ten years from now, you are invited to a career day to present to students. Develop a presentation on your chosen profession. Include information that would be pertinent to someone considering this career.

EMERGING BUSINESS ISSUES

Category: Presentation

Type: Individual or Team

Technology is an integral part of today's workforce. Computers, smartphones, and the Internet of Things (IoT) have increased worker productivity. At the same time, some workers have found their jobs replaced by ever-improving technology. Discuss the positive and negative impact of technology on the workforce.

FUTURE BUSINESS EDUCATOR

Category: Presentation

Type: Individual

AI and You. How does Artificial Intelligence impact students as they prepare for college and career? Develop a lesson that teaches students to understand the benefits and risks of artificial intelligence in their work.

CASE COMPETITIONS

Case studies for the case competitions will be released later.

STATE LEVEL COMPETITIVE EVENTS

HIGH SCHOOL

Participants can compete in up to five (5) events at the state level. Only two of the 5 events may have a performance component.

Participants can compete in up to two (2) events at the state level. Participants can compete in one (1) chapter event which do not count towards the two (2) event limit.

Key: *State Starting Events, + Requires Production Test

EVENTS WITH PERFORMANCE Choose a maximum of two (2) event from this column:	EVENTS WITHOUT PERFORMANCE Choose up to five (5) events from this column (not to exceed five (5) events total):
<p>Case Study Events</p> <ul style="list-style-type: none"> Banking & Financial Systems+ Business Management+ Client Service Entrepreneurship+ Help Desk+ Hospitality & Event Management+ International Business+ Introduction to Event Planning+ Management Information Systems+ Marketing+ Network Design+ Parliamentary Procedure+ Sports & Entertainment Management+ <p>Presentation Events</p> <ul style="list-style-type: none"> Broadcast Journalism* Business Ethics+ Business Plan* Coding & Programming* Computer Game & Simulation Programming* Data Analysis* Digital Animation* Digital Video Production* Electronic Career Portfolio* Financial Statement Analysis* -NEW Future Business Educator*-NEW Future Business Leader*+ Graphic Design* Impromptu Speaking Introduction to Business Presentation Introduction to Programming - NEW Introduction to Public Speaking Introduction to Social Media Strategy* Job Interview Mobile Application Development* Public Service Announcement* Public Speaking Sales Presentation Social Media Strategies* 	<p>Objective Test Events</p> <ul style="list-style-type: none"> Accounting I Accounting II Advertising Agribusiness Business Calculations Business Communication Business Law Computer Problem Solving Cyber Security Economics Health Care Administration Human Resource Management Insurance & Risk Management Introduction to Business Communication Introduction to Business Concepts Introduction to Business Procedures Introduction to FBLA Introduction to Financial Math Introduction to Information Technology Introduction to Marketing Concepts Introduction to Parliamentary Procedure Journalism Networking Infrastructures Organizational Leadership Personal Finance Public Policy & Advocacy Securities & Investments Supply Chain Management UX Design <p>Production Events</p> <ul style="list-style-type: none"> Computer Applications+ Database Design & Applications+ Spreadsheet Applications+ Word Processing+

Visual Design - NEW Website Coding & Development - NEW Website Design		
OTHER EVENTS Events from this section do not count towards the two (5) event limit at state.		
Chapter Events Choose up to one (1) event maximum from this category American Enterprise Project* Community Service Project* Local Chapter Annual Business Report* Partnership with Business Project*	Oklahoma Individual Awards Administrator of the Year Adviser of the Year Alumni of the Year Businessperson of the Year Volunteer of the Year National Business Honor Roll Retiring Adviser Recognition Who's Who in OK FBLA	Oklahoma Chapter Awards Champion Chapter Chapter Newsletter Chapter Website Digital Scrapbook Government Program Promotion March of Dimes Super Service

MIDDLE SCHOOL

COMPETITIVE EVENTS: Choose up to two (2) events from the first column (not to exceed two (5) events total):		
MIDDLE SCHOOL		
Case Study Events Critical Thinking Presentation Events Business Ethics+ Career Research Elevator Speech Exploring Business Issues FBLA Mission & Pledge Marketing Mix Challenge Multimedia & Website Development Video Game Challenge	Objective Test Events Business Etiquette Career Exploration Digital Citizenship Exploring Computer Science Exploring Economics Exploring Technology FBLA Concepts Financial Literacy Interpersonal Communication Leadership Learning Strategies Running an Effective Meeting	
OTHER EVENTS Events from this section do not count towards the two (5) event limit at state.		
Chapter Events Choose up to one (1) event maximum from this category Annual Chapter Activities Presentation Community Service Presentation	Oklahoma Individual Awards Administrator of the Year Adviser of the Year Alumni of the Year Businessperson of the Year Volunteer of the Year National Business Honor Roll Retiring Adviser Recognition Young Leader in OK FBLA	Oklahoma Chapter Awards MERIT Award Chapter Newsletter Chapter Website Digital Scrapbook Government Program Promotion March of Dimes Super Service



COLLEGIATE

Participants can compete in up to five (5) events at the state level. Only two of the 5 events may have a performance component.

EVENTS WITH PERFORMANCE Choose a maximum of two (2) event from this column:	EVENTS WITHOUT PERFORMANCE Choose up to five (5) events from this column (not to exceed five (5) events total):
Presentation Events Accounting Case Competition Business Ethics Community Service Project (moved from Chapter) Emerging Business Issues Entrepreneurship Pitch Competition - <i>New</i> Finance Case Competition - <i>New</i> Future Business Educator Future Business Executive Hospitality Management Case Competition – <i>New</i> Impromptu Speaking - <i>New</i> Job Interview Marketing Case Competition – <i>New</i> Marketing, Sales, & Communication Case Competition - <i>New</i> Public Speaking State of Chapter Presentation (moved from Chapter) Technology & Computer Science Case Competition - <i>New</i> Production Events Business Communication Computer Applications+	Objective Test Events Foundations of Accounting Foundations of Communication – <i>New</i> Foundations of Computer Science – <i>New</i> Foundations of Economics – <i>New</i> Foundations of Entrepreneurship – <i>New</i> Foundations of Finance Foundations of Hospitality Management – <i>New</i> Foundations of Management – <i>New</i> Foundations of Marketing – <i>New</i> Foundations of Selling – <i>New</i> Foundations of Technology – <i>New</i> Organizational Behavior & Leadership Parliamentary Procedure Project Management Retail Management Sports Management & Marketing
OTHER EVENTS Chapter events from this section DO count towards the five (5) event limit at state. Oklahoma Individual and Chapter Awards DO NOT.	
Oklahoma Individual Awards Adviser of the Year Businessperson of the Year Who's Who	Oklahoma Chapter Awards Outstanding Chapter



FBLA Programs

BUSINESS ACHIEVEMENT AWARDS

The Business Achievement Awards (BAA) is a high school leadership development program that is easy to integrate into your classroom. The co-curricular activities are aligned to the career clusters, NBEA standards, and FBLA goals.

Students enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school, community, and FBLA programs.

In 2022, national FBLA has modified the BAA program to follow a more curriculum-based structure in which students will complete modules in order to receive recognition. There are four levels of the BAA, with each level increasingly challenging your high school students to expand their leadership skills and showcase their talents:

BAA Level	Award	Deadline
CONTRIBUTOR	Certificate	March 1
LEADER	Certificate	March 1
ADVOCATE	Certificate	March 1
CAPSTONE	Certificate	March 1 State Recognition May 3 National Deadline for Competitive Review

Your students receive recognition when they complete each level. Students must be members of the FBLA division. Each level of the BAA covers these core activities and concepts:

Service—Uncover the link between a community and the success of a business. Your members focus on activities that improve the member's school, area businesses, community, and state.

Education—Understand business and the world of work. Your members focus on activities and curriculum that prepare them for corporate America, develop an appreciation of entrepreneurship, and understand the benefits of continuing education.

Progress—Explore the local, state, and national levels of FBLA and how they complement one another. Your members focus on activities that promote FBLA at the local, regional/district, state, and national levels.

Check out the official information at <https://www.fbla-pbl.org/divisions/fbla/fbla-education/>

FBLA MIDDLE SCHOOL LEAD PROGRAM

The LEAD Awards are a middle school leadership development program that is aimed to enhance leadership skills and familiarize themselves with the FBLA organization.

Participating students can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities.

LEAD Awards program follows a curriculum-based structure in which students will complete modules to receive recognition. There are two levels of the LEAD Awards program, with each level increasingly challenging your students to expand their leadership skills:



Members are introduced to the foundations of FBLA and learn how to best take advantage of the opportunities available to members through three courses:

Welcome to FBLA-Middle School
Making the Most of Your Experience
Introduction to Leadership

These 4-hour courses take a deep dive into specialized content areas. Courses may be repeated. New courses continue to be added throughout the year.

Currently available:
Time Management

Check out the official information in the FBLA-PBL Learning Center.



CHAMPION CHAPTER

Champion Chapter is a series of membership engagement-focused challenges that chapters may complete for national recognition. By completing activities, chapters accrue points. Completing activities across four sections (to accrue points) will result in Champion Chapter recognition, with a banner for the adviser's classroom/meeting space or school award case. Additional incentives such as ribbons at conferences, national recognition in publications, and plaques are available.

- **Summer Starter**
August 1 to September 30
- **Shaping Success**
October 1 to November 10
- **Service Season**
November 11 to December 31
- **CTE Celebration**
January 1 to March 1
- **Champion Plus**
Deadline: May 1

Champion Chapter is open to all active chapters. The list of activities as well as more information is available on the [National FBLA Website](#).

Champion Chapter Activity List & Tracker – [Click to Download](#)

STUDENT CHALLENGES

Student challenges provide opportunities for students to compete in a variety of areas throughout the school year. Different from the official Competitive Events, student challenges are typically hosted by our partners throughout the year.

Currently Available Challenges

- Virtual Business Management Challenge (Fall 2023)
FBLA members are given the chance to be the boss of their own company in an online business simulation.
- Virtual Business Personal Finance Challenge (Fall 2023)
FBLA members test their financial literacy skills by making personal finance decisions for a simulated person.

Check out the official information through the FBLA Learning Center through FBLA Connect.



MARCH OF DIMES PARTNERSHIPS

Founded by President Franklin D. Roosevelt, the March of Dimes is a non-profit organization that has saved millions of premature babies over the course of the last 75 years through funding medical research and providing support for families in need.

Through the 40 years of partnership with the March of Dimes, FBLA has consistently ranked as the top organization's fund-raising partner, raising over \$15 million. March of Dimes has connected with hundreds of thousands of FBLA members across the nation with its inspiring mission, vision, and values.

Through our unique partnership with the March of Dimes, chapters have an opportunity to apply for the March of Dimes grant. The grant recognizes chapters with innovative ideas and projects that enhance the growth, recognition, and support of FBLA and the March of Dimes partnership. Local chapters may receive grants up to \$1,000. More information will be released by National FBLA.

Oklahoma FBLA has been a proud partner of the March of Dimes and continues to bring innovative ideas to their fundraising efforts. There are many opportunities for members to participate with the March of Dimes, such as the [March for Babies](#) event.



Recognition and Awards

ADVISER OF THE YEAR

Recognize an outstanding Oklahoma FBLA adviser! Provide information as to the nominee's involvement with Oklahoma FBLA. Include a list of contributions made to the local chapter and Oklahoma FBLA. A letter of recommendation may also be included to support the nomination of this individual.

Access the form at this link: [Adviser of the Year](#)

BUSINESSPERSON OF THE YEAR

This award recognizes one outstanding businessperson from throughout the state who has contributed outstanding personal service to FBLA on the local, state, regional, or national levels. Recipients of this award are invited to attend the National Leadership Conference where they will be further recognized for their contribution by National FBLA.

Access the form at this link: [Businessperson of the Year](#)

WHO'S WHO

Each chapter may enter one participant who is a member of an active local chapter and is a registered FBLA member for the current school year.

Access the form at this link: [Who's Who](#)

YOUNG LEADER AWARD – MIDDLE SCHOOL

The Young Leader Award recognizes members with extraordinary commitment to leadership and community service. Members must have achieved at least the LEAD Explore Award to be eligible for this award. Each state may nominate one member to represent them at the NLC for this award. The entry form must be completed by the State Leader or their designee.

Access the form at this link: [Young Leader Award](#)

Dress Code

At any time during the conference while on-site (including hotels), attendees must be in casual or business attire.



DRESS CODE

Projecting a professional image in the workplace is vital for business leaders. It demonstrates seriousness of purpose and respect for clients, colleagues, and others. As Future Business Leaders of America who seek to lead and serve others, participants will dress in business attire and uphold the professional image of the association. Appropriate professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated.

Conference name badges are part of the Dress Code and must be worn for all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The Dress Code is gender-neutral.



ACCEPTABLE ITEMS

BUSINESS PROFESSIONAL

Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants (or) skirt
- Blazer
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants (or) skirt
- Blouse (or) collared dress shirt with tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only available during sessions specifically noted in conference materials and is NOT appropriate for competitive events.

UNACCEPTABLE ITEMS

The following items are prohibited in all conference areas, including competitive events.



- ❌ Denim or flannel clothing
- ❌ Shorts
- ❌ Athletic clothing
- ❌ Leggings or graphically designed hosiery/tights
- ❌ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ❌ Swimwear
- ❌ Flip flops or casual sandals
- ❌ Athletic shoes
- ❌ Industrial work shoes
- ❌ Hiking boots
- ❌ Hats
- ❌ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.



Annual Forms

The Adviser Statement of Assurance and Medical Release Form will be available on the website:
<https://oklahomafbla.org/resources/>

These forms must be completed and kept with the adviser when attending Nevada FBLA events.