2023-24 Competitive Events
Draft Topics – High School

Some competitions have topics for students to follow. Draft topics for the 2023-2024 competitive events are presented below. The Competitive Events Committee and State Leaders will continue to review the wording on these topics, and a final version will be released with the 2023-2024 Competitive Events Guidelines by September 1.

Broadcast Journalism

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

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

Coding & Programming

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

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 a 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.

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Data Analysis

Sun Motor Company is a fictious 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

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

Digital Video Production

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

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)

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)

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)

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

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Introduction to Social Media Strategy (9th-10th graders)

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

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

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

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

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

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 & Development

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

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.