



FBLA Business Achievement Awards

BAA Level 4: America Awards Activities

The BAA **America** level focuses on FBLA leadership at all levels, helps members hone advanced business skills, and instills a spirit of community involvement in FBLA members.

Members must complete **fifteen** activities, and must complete the Future, Business, and Leader levels to continue to the America level. The form must be submitted by the local adviser by April 25. Pins are presented at the National Leadership Conference.

Recognition: Pins presented at the [National Leadership Conference](#).

Deadline: April 25

Prerequisite: Future, Business, and Leader Awards

Service

Complete four activities from this section. The first **three** are required.

ACTIVITY	DESCRIPTION
Activity 1 (Required): Communications/Information Technology	Complete the FBLA International Recruitment Project. You will use the country and the information that you compiled for the Leader level.
Activity 2 (Required): Communications/Information Technology	Create an online autobiographical scrapbook presentation (movie, podcast, or slide show) highlighting your life — this must include FBLA activities, community service project, and demonstrate leadership skills.
Activity 3 (Required): Communications/Information Technology	Participate on a committee to plan a free enterprise project for elementary or junior high students. As part of this project, design a free enterprise board game or card game (i.e. bingo, etc.) to help students learn these concepts.
Activity 4 Service Learning/Communications	During FBLA-PBL Week, do something special for your local or state adviser for Adviser Appreciation Day.
Activity 5 Service Learning	Plan and participate in leadership project of your choice that is designed to help your local chapter recruit and retain members and that has been approved by your local chapter adviser.
Activity 6 Communications	Contact local businesses to find door prizes for members for drawings for local chapter meetings.
Activity 7 Communications/Service Learning	Help your local chapter sponsor an environmental slogan contest and an environmental project of your choice for your school.

Activity 8 Communications	Work with your local chapter adviser to plan a special Power Lunch meeting with chapter members. Invite a guest speaker from business and prepare a program.
Activity 9 Communications	Help prepare skit about the benefits of saving money and present to middle level students. Plan a project where students use the information that you taught them.

Education

Complete **six** activities from this section. The first **three** are required.

ACTIVITY	DESCRIPTION
Activity 10 (Required): Information Technology	Go to one of the popular blog sites and start your own blog.
Activity 11 (Required): Information Technology/Communications	Complete the E-Portfolio project by using a platform of your choice, i.e., LinkedIn, WordPress, Viewbook, Portfolio Box, Jobrary, Folio 24, etc. Some of the items that will be included will be a title page, a letter to the viewers, a table of contents, photographs, videos, scanned documents, projects, a FBLA marketing plan, etc.
Activity 12 (Required): Informational Technology/Communications	Create a Tomorrow's Business Leader cover and feature story about the upcoming National Leadership Conference with at least three photos and two quotes for the spring issue of Tomorrow's Business Leader, FBLA's national publication for members. Include at least one photo on the cover as well as a bulleted list of articles that are inside this edition.
Activity 13 Communications/Social Media	Watch the Video — Social Media, is it a Fad. Submit a feasible, detailed plan to President and CEO, Ms. Jean Buckley, for a new nationwide project. This proposal must be at least two pages in length, include a budget, and a bar graph or pie chart.
Activity 14 Communications/Information Technology	Develop a FBLA game show, a FBLA music video, or a reality show about FBLA. Prepare a story board and using electronic media such as video, YouTube, podcast, etc.
Activity 15 Technology/Communications	Develop and post a YouTube video about how FBLA has helped you prepare for your future career.
Activity 16 Communications	Plan and prepare a report for district/regional, state, or national competition (i.e., Business Plan, American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, or Partnership with Business Project.)

Activity 17 Technology

Research virtual reality, artificial intelligence, and holographic entertainment worlds. Discuss how this technology will reshape economics and marketing and how FBLA can use some of this information in a two-three page report.

Progress

Complete **five** activities from the list below. Activities 18, 19, and 27 are required.

ACTIVITY	DESCRIPTION
Activity 18 (Required): FBLA National Organization and Programs	Complete the requirements for Membership Mania.
Activity 19 (Required): FBLA National Organization and Programs	Secure a letter of recommendation about your leadership skills and why you are deserving of the America award from your local or state adviser.
Activity 20 Career Development/Business	Complete the Etiquette quiz with a score of 92% or higher.
Activity 21 FBLA National Organization and Programs	Participate in the National Fall Leadership Conference or the Institute for Leaders.
Activity 22 FBLA National Organization and Programs	Submit an application for the FBLA Distinguished Business Leader Scholarship.
Activity 23 FBLA National Organization and Programs/Recruitment	Plan an activity for your local chapter in which you participate in a joint project or social event with an FBLA-Middle Level or a PBL chapter.
Activity 24 FBLA National Organization and Programs/Recruitment	Visit at least one school that does not have an active FBLA chapter or FBLA-Middle Level chapter. Meet with school officials to encourage them to charter or reactivate a chapter.
Activity 25 Communications	Invite a school administrator to a chapter meeting, a state meeting, or a state- or national-sponsored FBLA conference.
Activity 26 Communications/Marketing	Make a personal visit to an elected official. Research and discuss Perkins Funding. Take a photo with the official.
Activity 27 Required: Communications/Marketing	Recruit two (2) Professional Division members.