



Secondary Guidelines 2023-24

Workplace Skills Assessment Program



Table of Contents

Introduction

Mission Statement	6
Program Philosophy	6
Content of the Guidelines	6
Purpose of the Guidelines	6
Awards and Recognition	6
Non-Discrimination Policy	6

2023-2024 WSAP What's Changed/What's New

2023-2024 WSAP Updates	7
----------------------------------------------	---

General Guidelines

Eligibility	10
Number of Contests	10
Event Length	10
Team/Events/Chapter Events	10
Event Registration Changes	10
Event Rescheduling	10
Use of Materials	10
Reference Materials	10
Workplace Skills Assessments/Contest Review	10
Merit Scholar	11
ARMA Rules	11
Proofreader's Marks	11
Style & Reference Manual	11
Business Ethics	11
Human Relations	11
Communications	11
Use of Previous or Sample Tests	11
Admission to Event Testing Sites	12
Use of Cellular Phones	12
Printing Requirements	12
Recording Equipment	12
Name Badges	12
Release Forms	12
Member-Provided Equipment	12
Artificial Intelligence	12
Academic Integrity	12
NLC Calculator Guidelines	13

Judged Event Guidelines

Judged Events Document Forms	14
Pre-submitted Events	15
Judge's Comments	15
Judged Events Requiring Preliminaries and Finals	15

Judged Event Topics	16
Cloud Storage / File Sharing Guidelines	25
Release Form	26
Events-At-A-Glance	27
National BPA Deadlines	31
Future NLC Sites	33
National Pre-submission Guidelines	34
NLC 2024 Computer Software List	37
NLC 2024 Required Industry Certifications and Objectives	37
Parental Consent Form	40
Copy of Parental Consent Form	41
NLC 2024 Recommended Industry Certifications	42
Alphabetical Listing of Workplace Skills Assessment	43
BPA Workplace Skills Assessment Standards	
Essential Skills	44
Finance Workplace Skills	44
Business Administration Workplace Skills	44
Management Information Systems Workplace Skills	44
Digital Communication and Design Workplace Skills	44
Management, Marketing and Communication Workplace Skills	45
Health Administration Workplace Skills	45
Career Clusters Crosswalk	46
Virtual Competitive Events	
(V01) Virtual Multimedia and Promotion Individual	51
(V02) Virtual Multimedia and Promotion Team	55
(V03) Software Engineering Team	59
(V04) Web Application Team	65
(V05) Mobile Applications	71
(V06) Promotional Photography	76
(V07) Cybersecurity/Digital Forensics	82
(V08) Start-up Enterprise Team	86
(V09) Financial Portfolio Management Team	90
(V10) Virtual Branding Team	94
(V11) 2D Animation Team - Pilot	99
(V12) Social Media Marketing Campaign Team - Pilot	104
(V13) Esports Team – Pilot	108
(V14) Ethical Leadership & Decision-Making Team	112

Finance (100's)	
(100) Fundamental Accounting	118
(110) Advanced Accounting	120
(125) Payroll Accounting	121
(145) Banking and Finance	122
(150) Financial Analyst Team	123
(155) Economic Research Individual	127
(160) Economic Research Team	132
(165) Personal Financial Management	137
(190) Financial Math and Analysis Concepts - Open	139
Business Administration (200's)	
(200) Fundamental Word Processing	141
(205) Intermediate Word Processing	142
(210) Advanced Word Processing	143
(215) Integrated Office Applications	144
(220) Basic Office Systems and Procedures	145
(225) Advanced Office Systems and Procedures	146
(230) Fundamental Spreadsheet Applications	147
(235) Advanced Spreadsheet Applications	148
(240) Database Applications	149
(245) Legal Office Procedures	150
(255) Administrative Support Team	151
(260) Administrative Support Research Project	152
(265) Business Law and Ethics	157
(290) Administrative Support Concepts - Open	158
Management Information Systems (300's)	
(300) Computer Network Technology	160
(305) Device Configuration and Troubleshooting	161
(310) Server Administration Using Microsoft®	162
(315) Network Administration Using Cisco®	163
(320) Computer Security	164
(325) Network Design Team	165
(330) C# Programming	171
(335) C++ Programming	172
(340) Java Programming	173
(345) SQL Database Fundamentals	174
(350) Linux Operating System Fundamentals	175
(355) Python Programming	176
(390) Computer Programming Concepts - Open	177
(391) Information Technology Concepts - Open	178
Digital Communication and Design (400's)	
(400) Fundamental Desktop Publishing	180
(405) Advanced Desktop Publishing	181
(410) Graphic Design Promotion	182

(415) Fundamentals of Web Design	188
(420) Digital Media Production	189
(425) Computer Modeling	199
(430) Video Production Team	200
(435) Website Design Team	207
(440) Computer Animation Team	212
(445) Broadcast News Production Team	217
(450) Podcast Production Team	225
(455) User Experience Design Team	229
(460) Visual Design Team - Pilot	234
(490) Digital Communication and Design Concepts - Open	238
Management, Marketing and Communication (500's)	
(500) Global Marketing Team	240
(505) Entrepreneurship	246
(510) Small Business Management Team	252
(515) Interview Skills	256
(520) Advanced Interview Skills	260
(525) Extemporaneous Speech	264
(535) Human Resource Management	266
(540) Ethics and Professionalism	269
(545) Prepared Speech	272
(550) Parliamentary Procedure Team	275
(555) Presentation Individual	281
(560) Presentation Team	285
(590) Meeting and Event Planning Concepts - Open	289
(591) Management, Marketing, and Human Resources Concepts - Open	290
(592) Parliamentary Procedure Concepts - Open	291
(594) Digital Marketing Concepts - Open	292
Health Administration (600's)	
(600) Medical Coding	294
(605) Health Insurance and Medical Billing	295
(610) Health Administration Procedures	296
(615) Health Research Presentation	297
(690) Health Administration Concepts - Open	301
Workplace Skills Assessment Program Recommendation Procedures	302
Workplace Skills Assessment Program Pilot Procedures	303
Proposal for Workplace Skills New Event	304

INTRODUCTION

Mission Statement

The mission of Business Professionals of America is to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service.

Program Philosophy

The Workplace Skills Assessment Program is an integral part of Business Professionals of America. The goal of the program is to provide all business students with the opportunity to demonstrate workplace skills learned through business education curricula.

Students will:

- demonstrate occupational competencies;
- broaden knowledge, skills, and attitudes;
- expand leadership and human relation skills;
- demonstrate a competitive spirit; and
- receive recognition.

Content of the Guidelines

The WSAP Guidelines (*Guidelines*) contain general information for all events as well as specific details regarding eligibility, equipment use, scoring, etc. The information in the *Guidelines* is essential for members attending the National Leadership Conference.

Purpose of the Guidelines

The purpose of the *Guidelines* is to provide as much information as possible to help prepare students for a successful experience at the National Leadership Conference (NLC).

The *Guidelines* regulate all national Workplace Skills Assessment Events. State Associations may choose to deviate from the guidelines provided. Individuals are urged to check with your State Association for any changes they may make at the regional or state levels.

Authors, administrators, proctors, and graders will strictly follow these guidelines.

Awards and Recognition

For the Secondary Division, the top ten (10) winners will be recognized at the National Leadership Conference. For judged events, all finalists shall be recognized at NLC. For Open Events, the top ten (10) scores, plus ties, will be recognized.

Non-Discrimination Policy

It is the policy of Business Professionals of America that no person on the basis of race, color, religion, national origin or ancestry, age, sex, marital status, sexual orientation, or disability shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to, discrimination in any program or activity for which it is responsible.

2023-2024 WSAP What's Changed/What's New

Welcome to the 2023-2024 membership year. Here's what's new for the Secondary Level Guidelines:

General WSAP Updates (applicable to multiple competitive events)

- The deadline for any national registration or pre-submission has been changed from **11:59 p.m. to 5:00 p.m.** on the specified date.
- All competitive events with a required certification will receive 0 points (fail) or 50 points (pass) added to the BPA portion of the test.
- Competition competencies and rubric items have been updated in many competitions. Please review the complete guidelines for specific changes, updates, and improvements to the competencies and rubric items.

WSAP Updates (Specific Assessment Area Changes)

100's Finance

- None

200's Business Administration

- (255) Administrative Support Team has increased the number of qualifiers from 2 teams to 3 teams at the national level. Refer to your state association for any state specific guidelines.

300's Management Information System

- None

400's Digital Communication and Design

- (455) User Experience Design Team Using Adobe XD has been renamed to User Experience Design Team
- 400 Fundamentals of Desktop Publishing will align to the Desktop Publishing I certification
- 405 Advanced Desktop Publishing will align to the Desktop Publishing II certification

500's Management Marketing Human Resources

- None

600's Health Administration

- ICD-10 CM Medical Diagnostic Coding (600) has been renamed to Medical Coding.
- Health Administration Leadership/Special Topics (615) has been renamed to Health Research Presentation
- Medical Terminology Concepts has been renamed to Health Administration Concepts - Open (690)

Virtual Events

- V13 Esports Team – Pilot has been added as a new virtual competition.
- V14 Ethical Leadership & Decision-Making Team - Pilot has been added as a new virtual competition.

WSAP INDUSTRY CERTIFICATION ALIGNMENT CHANGES

The following table provides an updated alignment to the WSAP competitive events at the National level.

Competitive Event	2023-2024 Certification Alignment
200 - Fundamental Word Processing	Word Processing (Precision Exams by YouScience)
205 - Intermediate Word Processing	MOS Word 2019 Associate (Certiport)
210 - Advanced Word Processing	MOS Word 2019 Expert (Certiport)
215 - Integrated Office Applications	MOS PowerPoint 2019 Associate (Certiport)
230 - Fundamental Spreadsheet Application	MOS Excel 2019 Associate (Certiport)
235 - Advanced Spreadsheet Applications	MOS Excel 2019 Expert (Certiport)
240 - Database Applications	MOS Access 2019 Expert (Certiport)
300 - Computer Network Technology	IT Specialist - Networking (Certiport)
305 - Device Configuration & Troubleshooting	IT Specialist - Device Configuration and Management (Certiport)
315 – Network Administration Using Cisco	Cisco Certified Support Technician Networking (Certiport)
320 - Computer Security	IT Specialist - Network Security (Certiport)
330 - C# Programming	IT Specialist - Software Development (Certiport)
340 - Java Programming	IT Specialist - Java (Certiport)
345 - SQL Database Fundamentals	IT Specialist - Databases (Certiport)
350 - Linux Operation System Fundamentals	Linux Pro (TestOut)
355 - Python Programming	IT Specialist - Python (Certiport)
400 – Fundamental Desktop Publishing	Desktop Publishing I (YouScience)
405 – Advanced Desktop Publishing	Desktop Publishing II (YouScience)
415 - Fundamentals of Web Design	IT Specialist - HTML and CSS (Certiport)
505 - Entrepreneurship	Entrepreneurship and Small Business (ESB) (Certiport)

GENERAL GUIDELINES

Eligibility

According to Board policy, “Only members whose dues have been postmarked to the National Center by March 15 are eligible for national competition.”

The guidelines for each event indicate the number of members that a state may enter at NLC. All entries for Workplace Skills Assessment events must be registered for NLC through the state association. To compete in an event at NLC, the individual or team must have competed in that event at the State Leadership Conference (SLC). Substitutions for team members are left to the discretion of the State Advisor. Any special eligibility requirements are indicated in the event guidelines.

Advisors can verify national membership online or by contacting the National Center. Be sure to check your State Association membership deadline to ensure eligibility at the regional/district and state levels.

Number of Contests

Secondary student members may participate in a total of **two events**, only one of which may be a team event (this number includes pilot events). Additionally, a student may compete in an unlimited number of Open or Virtual Events within the time constraints of the conference program. Participation in virtual events does *not* count towards the total number of events for students.

NOTE: These guidelines apply directly to the National Level; State Associations may impose different restrictions regarding the number of contests in which a member may compete.

Event Length

The length of events varies. Times are listed on the “[Events-At-A-Glance](#)” chart as well as within the guidelines for each event.

Team Events/Chapter Events

Team events are registered under the chapter name. In addition, each team member and the person(s) responsible for chapter entries must be indicated in event registration. (Remember that each student member is limited to only one team event.)

Event Registration Changes

The State Advisor or state designee must report any change in the original event entrants to the Director of Education & Professional Learning no later than the deadline designated in the pre-conference program.

Event Rescheduling

Only time conflicts caused by two concurrent BPA competitive events may be rescheduled. All conflicts for Executive Council Candidates will be rescheduled at the National level.

Use of Materials

Members may *not* share equipment, supplies, and/or materials (including printers) once an event begins.

Reference Materials

Some events allow reference materials. Check the guidelines for each contest for further information. **Reference materials may *not* be used for any Open Event.**

Workplace Skills Assessments/Contest Review

Advisors may view the national Workplace Skills Assessments at the National Leadership Conference (NLC) after all testing has been completed. A representative from Competitive Event Headquarters will supervise the area. All tests must remain in the room. Refer to the NLC program for the exact time and location.

Merit Scholar

Although this test is part of BPA Cares, it will be given at the same time as the Open Events. Any member or advisor attending NLC may take this test on the activities, history, and programs of Business Professionals of America. Recognition is provided to all that achieve at least **90 percent**. Guidelines are printed in the *BPA Cares Handbook*. No reference materials are allowed.

ARMA Rules

For those events including records management as a competency, the *ARMA Rules for Alphabetic Filing* will be considered the authority. Refer to the [Style & Reference Manual](#) for excerpts of the ARMA rules. Further information is available at www.arma.org, or complete guidelines may be ordered from ARMA Inc., 11880 College Blvd., Suite 450 Overland Park, KS 66210.

Proofreader's Marks

Standardized proofreader's marks have been listed in the [Style & Reference Manual](#).

Style & Reference Manual

A standard style for documents is located in the [Style & Reference Manual](#). All events will be authored and scored using the styles given. Failure to follow the [Style & Reference Manual](#) format for any job will result in a score of zero for that job.

Business Ethics

Business ethics, as listed in the "Competencies" section, may include ideal moral and professional standards of behavior that should be demonstrated in all work environments. Questions might cover areas such as use of work time, care of equipment, confidentiality, honesty, safety practices, and cooperation.

Human Relations

Human Relations, as listed in the "Competencies" section, may include group dynamics, cooperation, harmony, good employee relationships, employee organization, and interpersonal attitudes and behaviors.

Communications

Communications, as listed in the "Competencies" section, may include reading, writing, speaking, and listening skills.

Use of Previous or Sample Tests

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Members who violate this rule will be *disqualified*.

Admission to Event Testing Sites

Only the registered member will be allowed into the event room. Only persons serving as administrators, proctors, or authorized personnel will be admitted into the event room. Members may be *disqualified* for communicating with persons other than administrations, proctors, or authorized personnel in the event room or between the preparation and presentation rooms.

Use of Cellular Phones/Smart Devices

The use of cellular phones and/or smart devices, including digital watches, that can be used to record, transmit, receive, or play back audio, photographic, text, or video content in testing, preparation and presentation rooms is strictly prohibited. If a member/team is utilizing a cellular phone as a mobile hotspot, the phone may be visible throughout the presentation and used to provide Internet, however, the phone's sole purpose can only be for Internet access or for displaying the member's work, no other use will be allowed.

Printing Requirements

All printing in the computer lab must be in black/white or grayscale except for Fundamental Desktop Publishing and Advanced Desktop Publishing. For Fundamental Desktop Publishing and Advanced Desktop Publishing, members will be permitted to bring Mac computers and equipment (see Guidelines for details).

Recording Equipment

No recording equipment (video cameras, cameras, digital cameras, tape, or digital recorders, etc.) will be allowed in the contest room and/or viewing area unless authorized by the Business Professionals of America National Center.

Name Badges

Name badges must be worn at all times; it is permissible for members to introduce themselves to the judges.

Release Forms

When [Release Forms](#) are required, any student included in the project must submit a [Release Form](#); this includes individuals and all team members. [Release Forms](#) may be handwritten. Illegible forms will *not* be accepted.

Member-Provided Equipment

Some events permit members to bring their own equipment for presentation or preparation of competition. In these cases, members are permitted to bring their own laptops, printers, projectors, or iPads (or similar tablet devices). Computers or tablets may be used in place of projectors. Members are totally responsible for the operation and technical support of their equipment.

Artificial Intelligence

Utilization of AI, such as ChatGPT, to complete submitted work(s) must adhere to BPA's Academic Integrity Policy, with transparent attribution for generated content. Proper citation of AI-generated work is essential to uphold intellectual honesty and respect for original authorship.

Academic Integrity Policy

The use of ChatGPT (or other AI tools) to complete any submitted work must be properly documented and sourced on the works cited document.

NLC CALCULATOR GUIDELINES

Students must ensure their calculator works properly, as the testing center will *not* provide batteries or spare calculators. Students may use only their own calculator. Students may bring a backup calculator in case their primary calculator fails.

ACT-approved calculators include four-function, scientific, or graphing calculators. Certain calculators are entirely prohibited while others are permitted with modifications.

Prohibited calculators include:

- Texas Instruments models beginning with TI-89 and TI-92, TI-Nspire CAS (Note: The TI-Nspire (non-CAS) is permitted.)
- Hewlett Packard models beginning with HP Prime, HP 48GII, HP 40G, HP 49G, HP 50G
- Casio models including fx-CP400 (ClassPad 400), Algebra fx 2.0, ClassPad 300 and 330, and all models beginning with CFX 9970G
- Electronic writing pads or pen-input devices (Note: The Sharp EL 9600 is permitted.)
- Handheld, tablet, or laptop computers, including PDAs
- Cell phone calculators or any other electronic communications devices
- Calculators with typewriter keypads in QWERTY format (Note: Letter keys not in QWERTY are permitted.)

The following types of calculators are permitted, but *only* after they are modified as noted:

- Calculators that hold programs or documents - remove all documents and remove all programs that have computer algebra system functionality
- Calculators with paper tape - remove the tape
- Calculators that make noise - turn off the sound
- Calculators with an infrared data port - completely cover the infrared data port (includes HP 38G series, HP 39G series, and HP 48G)
- Calculators that have power cords - remove all power/electrical cords
- Hand-held calculators may *not* be connected in any way to the computer or device being used for testing.

It is each student's responsibility to ensure that his/her calculator meets ACT requirements. Calculators that do *not* meet ACT standards will *not* be allowed during testing, which could result in a lower score for unprepared students. Students who bring prohibited calculators will *not* be provided an alternative calculator by the testing center staff, and they will *not* be allowed to use *another* student's calculator.



JUDGED EVENT GUIDELINES

Finance

(150) Financial Analyst Team
(155) Economic Research Individual
(160) Economic Research Team

Business Administration

(260) Administrative Support Research Project

Management Information Systems

(325) Network Design Team

Digital Communication and Design

(410) Graphic Design Promotion
(420) Digital Media Production
(425) Computer Modeling
(430) Video Production Team
(435) Website Design Team
(440) Computer Animation Team
(445) Broadcast News Production Team
(450) Podcast Production Team
(455) User Experience Design Team
(460) Visual Design Team - Pilot

WSAP Download Center

All forms, manuals, and supporting documents are available in the Download Center at <https://members.bpa.org/download-center>.

Release Form

Events that utilize images (photographs or video) require a Release Form for each individual represented in the project. In addition, each student competing in the event must sign a Release Form as well.

Works Cited

All Judged Events that include any media (images, logos, sounds, and other assets/media elements) used in the development, creation, and publication of their contest materials will require a Works Cited. Students who create their own media, will be required to cite themselves as the author.

Members/Teams who do *not* participate in both parts of the event (pre-submit and judged) will *not* be ranked.

Hard copies of forms with signatures must be given to the event administrator before presenting to the judges during both the Preliminary and Final Competition. See the event guidelines for further information.

If the event requires an online submission for national competition, [Release Form\(s\)](#) (including signatures) will be required at the time of submission.

Management, Marketing and Communications

(500) Global Marketing Team
(505) Entrepreneurship
(510) Small Business Management Team
(515) Interview Skills
(520) Advanced Interview Skills
(525) Extemporaneous Speech
(535) Human Resource Management
(540) Ethics and Professionalism
(545) Prepared Speech
(550) Parliamentary Procedure Team
(555) Presentation Individual
(560) Presentation Team

Health Administration

(615) Health Research Presentation

Pre-submitted Events

- (260) Administrative Support Research Project
- (520) Advanced Interview Skills
- (445) Broadcast News Production Team
- (440) Computer Animation Team
- (425) Computer Modeling
- (420) Digital Media Production
- (155) Economic Research Individual
- (160) Economic Research Team
- (505) Entrepreneurship
- (500) Global Marketing Team
- (410) Graphic Design Promotion
- (515) Interview Skills
- (325) Network Design Team
- (450) Podcast Production Team
- (455) User Experience Design Team
- (430) Video Production Team
- (460) Visual Design Team - Pilot
- (435) Website Design Team

Judges' Comments

Judges' comments will be returned digitally through the online judging system at the national level.

Technical Judging Materials

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

Judged Events Requiring Preliminaries and Finals

When the number of entrants in the judged event requires multiple sections, preliminaries and finals will be held. An equal number of the top members from each Preliminary section will be called back for the Finals. The Finals are conducted as a new contest. Technical scores from the Preliminary Competition will carry forward into the Final Competition.

Judged Event Topics

Each event that is judged has a unique topic. Details of the topic and the requirements for a specific topic are listed with the events.

2023-2024 Judged Event Topics

(V01) Virtual Multimedia and Promotion Individual

Topic: Create a 1:00 - 2:30 minute digital promotional video highlighting a local non-profit organization of your choice, that is trying to bring awareness to a new demographic. Currently, they market to local business & industry members, but they would like to expand their marketing to local community members including students.

(V02) Virtual Multimedia and Promotion Team

Topic: Host a cooking show for Click Productions featuring a new kitchen item of your choice, like the *As Seen on TV Infomercials*. The show must include a title sequence. You should discuss the features, benefits and impact of how this item will help you in the kitchen. You must include the pros and cons of the new item. The video should be 3:00 to 5:00 minutes in length.

(V03) Software Engineering Team

Topic: Develop a Steampunk-themed real-time strategy (RTS) game. Create a world where advanced steam-powered technology and Victorian aesthetics meld into a captivating universe. The game should merge strategic thinking, resource management, and innovative gameplay mechanics. Examples of these types of games include Titles like “Rise of Nations: Rise of Legends”, “Frostpunk”, or “RoBoRumble”.

(V04) Web Application Team

Topic: LearnX is a web application competition aimed at developing an innovative tutorial site for K-12 students. The objective of the competition is to create a user-friendly, interactive, and educational platform that supports learning and knowledge acquisition for students across different grade levels.

Required Features

- Administrator account with full permissions
- Register and authenticate users (including password reset and account deletion)
- Use encryption to protect data and passwords
- Create different account types
 - Students - Allowed to add and modify content
 - Teachers – Allowed to add and modify content (teachers can edit student content)
- Monitor student progress
- Provide at least 3 tutorials

Possible Features

- Quizzes
- Videos
- Progress notifications
- Completion certificates
- Use external authentication (i.e. Google, Facebook or Twitter)

(V05) Mobile Applications

Topic: You are challenged to create a mobile application that will be used to inform the public about events that are happening in your community. Examples may include but are not limited to camps, concerts, fundraisers, etc. The application will use an external backend database connection to store contact information.

Required Features

- External backend database is used to store data securely
- User registration and account recovery
- Allow users to:
 - Create events
 - Search for events
- View for login/register/account recovery
- View for event listings
- View for event detailed information (date/time/location, event description, contact information)
- View for app information
- Use at least one API (examples: weather or calendar)

Possible Features

- Export event list to PDF
- Export event details to PDF
- Share events to social media platforms
- Ability to purchase items
- Comments or questions
- Advertising
- Sign up for opportunities with reminders
- Additional resources
- Other options that enhance your application

(V06) Promotional Photography

Topic: Capture a cup of steaming hot coffee or your favorite hot beverage while sharing with friends or family. The scene could be at a local coffee shop or at a holiday gathering. The photo must also include a catchy title.

(V07) Cybersecurity/Digital Forensics

Topic (Round Two Competitors Only): You have been asked to develop a presentation on Artificial Intelligence (AI) in Cybersecurity. Suggested topics to cover include, but are not limited to:

- The benefits and challenges of using AI
- Detecting and preventing cyber threats
- Potential limitations
- The financial impact/stability of those it will affect.

(V10) Virtual Branding Team

Topic: Your team has been contracted to promote a three-day event in Grant Park about the park's history happening May 10-12, 2024 in Chicago, IL.

- Social media (30 second promo video)
- Promotional billboard (registration information, specifications, cost,)
- Commemorative ticket (promotional product)
- Commemorative stickers (promotional product)
- Mobile app mockup (event schedule, specifications, cost, reservations, etc.)
- Event website mockup (event schedule, specifications, cost, reservations, etc.)
- One (1) page overview document outlining the team decision making process Include branding guidelines for fonts, color guide, and acceptable brand usage

NOTE: The key points of this contest are the actual virtual cross-platform branding components and not the event itself.

(V11) 2D Animation Team - Pilot

Topic: Create a 1:30 - 2:30 minute 2D animation interactive children’s book for ages 7-11 years old that addresses the effectiveness of having a pet on their mental health and well-being.

(V12) Social Media Marketing Campaign Team - Pilot

Topic: Background - Your consulting firm has been retained to develop and present a social media marketing campaign for a product in your local region. Authentic Adventures, a fictitious company, has hired your team to create a social media marketing campaign for their newly announced product, AnyChair. AnyChair is a camping chair that features a sturdy, origami design which allows the chair to fold completely flat, making getting the chair to your next adventure simple and easy.

Task: Your task is to create a comprehensive social media marketing campaign utilizing the following information. Authentic Adventures wants to work to ensure the product's success and believes that a well-prepared campaign can do just that. The main goals for this campaign are demographics, price point, and geographical information. This information will be used by Authentic Adventures to make more educated decisions about where to begin mass production first.

(V13) Esports Team - Pilot

Topic: Although esports has a perception of just playing video games, there are many factors that need to be considered when formulating team strategy. Teams advancing to the live virtual presentation round will share their research, planned strategies, and lessons learned to the panel of judges.

(V14) Ethical Leadership & Decision-Making Team - Pilot

Student Uncomfortable with Sharing Photos Online without Explicit Consent

Round Two – The top 20 teams will receive a twist to the case study and then give a presentation on their research and proposed solution to the twist, in addition to lessons learned, to a panel of judges.

Wilson’s Nature Center, a local lawn and garden company, advertises a contest they’re sponsoring, asking for photo submissions showing how residents enjoy their summer. The Adventure Club at your school decides to submit a group photo of their latest camping trip at Glacier Park. A couple weeks later, the students learn their photo won the competition and the accompanying \$500 cash prize.

When the Adventure Club meets with nature center owner Ms. Wilson to collect the prize money, she mentions she loved the group photo so much that she submitted it to a competition for a national “Go outdoors!” campaign that’s sponsored by Exploration Nation, a well-known outdoor equipment brand. The competition offers the winner a large cash prize donation to the school based on the number of votes it receives online. Each photo is posted on Exploration Nation’s Facebook page and the photo with the most ‘likes’ wins.

The Adventure Club is ecstatic, and they start encouraging each other (and all their classmates) to share the photo on their personal Facebook pages. Everyone seems to be thrilled except Jasmine, the club’s treasurer. She’s uncomfortable with the photo being shared online for potentially millions of people to see. She was happy to submit the camping photo to the local contest for

Wilson's Nature Center, but she feels uneasy about entering a viral competition. However, she is afraid to speak up and say something.

- What should Jasmine do? This prize money could really help both the Adventure Club and the school, but she didn't consent to the mass-sharing of her photograph online.
- How can she ethically express her concerns and still support her school and club?

(150) Financial Analyst Team

Initial Case Study Topic:

Prior to the pandemic, Amber was a yoga teacher at a local yoga studio in Cleveland, Ohio. During the pandemic, Amber began to post yoga videos to her personal social media accounts, since the yoga studio she taught at was closed. The yoga studio has since closed permanently, so Amber is now considering opening her own yoga studio and has identified two possible scenarios.

Scenario 1: Amber found a building she could buy for \$550,000 in an older residential neighborhood. The studio has five rooms that could be used as activity rooms, plus a small office and front desk area.

Scenario 2: Amber also found a space to lease for \$1,200 a month in the entertainment district. The studio has two small activity rooms and a small front desk area.

Under both scenarios, Amber would need to hire a front desk receptionist, and estimates she can charge \$25 per yoga or Pilates class.

Amber is unsure what she should do and would like your expert advice. Please prepare a financial analysis of both scenarios, including all additional expenses that Amber has not yet considered and potential revenue streams. Amber has hired you as a consultant to help her through this process. You will make a presentation of your findings, including break-even analysis and pro forma financial statements, along with your recommendation as to how she should proceed.

(155) Economic Research Individual

Topic: Is Ticketmaster a Monopoly? Is this a case for government regulation, why or why not?

In your response, consider the following:

- Anti-trust regulations
- Consumer implications
- Effect on the ticket sale industry
- Market competition and pricing
- Secondary markets
- Technological innovations

(160) Economic Research Team

Topic: Investigate the changing nature of the traditional stock markets (New York Stock Exchange/NASDAQ/American Stock Exchange) to discuss the evolving nature of investing in the digital age. What are the costs and benefits for consumers and producers? In your response, consider the following:

- Digital currencies
- Disruptions to market practices (example - 2021 GameStop stock frenzy)
- Long-run implications to traditional stock markets
- Market access
- Market volatility/risk-return
- Regulatory implications
- US economy's impact on stock prices

(260) Administrative Support Research Project

Topic: Examine how technology has altered the skill set required for administrative support professionals. Identify new competencies that have become essential, such as proficiency in specific software applications, data analysis, digital communication etiquette, and adaptability to evolving technology.

(325) Network Design Team

Topic: With the recent rise the investments by the US in broadband infrastructure to provide for Internet deployment in all areas of the United States, it has become apparent there is need for more Wireless Internet Service Providers (WISP) to supply the demand of economic growth of internet communication and the advancement of technologies. Increasing the availability of Wireless Internet Service Providers is necessary to meet the requirements of local towns and cities, municipalities, and rural consumers. As a part of bridging the digital divide and ensuring citizens have access to affordable, reliable, and secure high-speed broadband, it has become apparent that there is a need to build an ISP, primarily a WISP, given the need for flexibility in the network. Approximately 98% of North Dakota can receive 10 Mbps of the Internet through a wired or wireless connection. However, with the demand and need for more bandwidth and availability, the time to enter the market to provide a better solution to the Internet is now.

As a new WISP, it has been decided to provide established services to the rural area of North Dakota just outside of Bismarck. As a startup, it has been agreed to start small and provide a service area of 1,500 square miles surrounding the I-94 corridor between Menoken, ND and Elridge, ND. It is in the works to double or even triple the service area in the future. To niche your company high above the competitors, you will provide high-speed services at and above the 10 Mbps customers can receive currently, at a competitive rate.

The WISP network you design should include high-speed, high-performance, and secure Internet connection to the customers in the area. Your bandwidth should handle Internet streaming, gaming, and the everyday demands consumers need in our ever-changing digital world, as well as the change into providing more value-added service to boost current subscriptions and entice new customers to join. In addition to constructing the WISP infrastructure, you have built a 2,000-square-foot office building and a 2,000-square-foot metal workshop. Along with developing your ISP wireless network, you must set up a small-office network for your company. Starting with two sales representatives, two marketing representatives, four support agents, two billing/bookkeeping agents, a CEO in the office, and twelve installation team members. Each installation team will be in one truck in pairs of 2. This office and workshop will need a small network with workstations and office equipment to conduct business and support your WISP company customers, and there is a plan to expand the primary office network to remote workers and additional offices as the company grows.

Like any good ISP, you must provide tiered bandwidth services for your customers. The CEO has decided to provide four tiers of service. 1st tier is bandwidth well providing basic internet/email surfing for the residential client, 2nd tier bandwidth provides for Internet streaming for two devices, along with what the 1st tier provides. 3rd tier is for larger families and supports 4K Internet streaming, and includes the tier 1 and 2 features. The 4th tier is the maximum bandwidth your network infrastructure can provide customers without crippling your service provider network while accounting for the customer's needs. In addition to providing internet service, you will supply each customer with an email address and other value-added services as the company progresses.

Needs for your WISP:

- Need to provide a physical solution for a fixed wireless ISP in the planned corridor.
- Provide bandwidth solutions for more than 10 Mbps.
- Need for flexibility allowing expansion to double, even triple the service area in the future.
- Solution for the new office to support the wireless company employees and customers.
- Plan for additional value added services to the network to benefit consumers.
- A solution to support the 4-tier bandwidth delivery packages required by the CEO.

(410) Graphic Design Promotion

Topic: A new dog food company called Champion Dog Food has contacted you to design all of the brand images and packaging for their line of dog food. You will need to create a logo that can be used for all of the brand needs for their company packaging. The design may not contain no more than 3 colors. Along with creating the logo, the company would like you to create a mockup of a dry dog food package, and a wet dog food can.

- Must design a 25 lb. bag of dry food, including the front and back of the package
- Must design the full wrap-around label for a 13 oz. can of wet food
- On the packaging include: barcode, ingredients, manufactured in the USA, and 20% of all profits donated to local animal shelter

(420) Digital Media Production

Topic: Create a short 1:00 - 2:00 minute promotional video about visiting local area attractions, instead of traveling out of state. Showcase the fact that you can have fun in your own regions without the expense of traveling out of state.

(425) Computer Modeling

Topic: The Smithsonian Zoo in Washington D.C. is working with Australia's Taronga Zoo located in Sydney to add two platypuses to their collection to serve as ambassadors outside their native country of Australia. Freshwater resources and habitats are being affected by pollution and climate change and there is a need to communicate the importance of fresh water for both humans and wildlife. Your task is to design a habitat that can be built for these animals to be their new home in the US.

(430) Video Production Team

Topic: Your local Chamber of Commerce has asked your team to create a three to five (3:00 - 5:00) minute promotional video to bring awareness to the local community as to the features, benefits & impact that the Chamber of Commerce offers their members and the community.

(435) Website Design Team

Topic: A new restaurant, Game Day Grill, has contracted your team to create a website for them. Your site must include, but is not limited to: menus, online ordering and payment, special event listing, address and contact information, and reservation information.

(440) Computer Animation Team

Topic: Your team is challenged to create a 2-minute animation of an "Enchanted Forest": Enter a mystical forest filled with talking animals, magical plants, and hidden treasures.

(445) Broadcast News Production Team

Topic: Create a three to five minute (3:00 - 5:00) news broadcast containing two stories. One story should focus on a local hero. This could be a veteran from any branch of the military, a teacher or a new local non-profit, or small business that opened in 2021 or later. The second story should be a weather segment using Green Screen Technology, and must also include a (15 - 20) second teaser somewhere in the video project.

(450) Podcast Production Team - Pilot

Topic: Create a three to five (3:00 - 5:00) minute podcast about Artificial Intelligence (AI) and how it will impact Gen Z's, education and/or the workforce. Consider the ease of using ChatGPT. You could include how education will be affected or how AI will impact employees and employers alike.

(455) User Experience Design Team

Topic: An automotive show showcasing all of the new automobiles for the upcoming 2025 model year will be taking place May 10-14, 2024 in Detroit, Michigan. You are tasked with designing the branding/identity of this event. Items include:

- The promotional landing page/website for the auto show, designed for a desktop web browser experience. Two of the following additional pages must be included on the website:
 - A listing of vendor booths
 - A listing of concession stand vendors with menu & pricing.
 - A listing of Ride n' Drive opportunities offered from new car manufacturers
- A prototype of the mobile app for attendees to use at the auto show. The mobile app, designed for a smartphone or tablet of your choosing, must contain a minimum of five (5) screens.
- A social media campaign to promote the auto show. A minimum of one (1) artboard for the social platform of your choosing must be included.

(460) Visual Design Team - Pilot

Topic: Your team has been hired to design promotional components for a new up and coming movie that has been designated as G or PG-13. The team must create a minimum of 4 items, and one must include the Movie DVD Case (Front, Spine, & Back). Other items could include: Store Movie Poster, Characters, Movie Trailer, Social Media Ad Campaign, Swag, etc.

(500) Global Marketing Team

Topic: Background - D'vine by Design is a local "fictitious" event planning company that specializes in organizing and managing corporate events, conferences, trade shows, weddings, and social gatherings. The company was founded in 2015 by Sarah Vine, an experienced event planner with a passion for creating unique and memorable experiences. Initially, the company started as a small venture, but through consistent dedication and hard work, it quickly gained recognition for its outstanding event management services. With a dedicated team of event professionals, strong client base, and positive reputation, D'vine by Design is considering expanding its operations to tap into new markets and increase its profitability.

Task – D'vine by Design has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within one to three years, with a vision for future international expansion in five to seven years. Be prepared to defend your recommendations from a marketing standpoint.

(510) Small Business Management Team

Jessica Smith owns and operates a limited liability company where she is paid to be a social media influencer. She has an active YouTube channel with about 85 million subscribers. She utilizes the channel to make videos about the perks and cons of living in New York City, as well as travel for both those who live within the city and those who plan to visit the city. Her YouTube channel is named Jess In NYC, and her subscribers help her earn about \$12,000 (gross) a month. Her main income for the business comes from ad revenue generated by her subscribers and paid by YouTube. Jessica is currently a one-woman show, and spends the majority of her day filming, editing, and posting to her YouTube channel. She also tries to carve out at least half an hour each day responding to subscriber emails and comments on her posts. Due to the fact her business has no employees, her expenses are relatively low for the business. She currently pays herself a salary of \$100,000, leaving the extra to reinvest into the business; however, she has only been doing this for about one year. Jessica is wanting to expand her business but is unsure of what ways would be most successful and/or cost effective. Jessica is also interested in bringing on some additional employees to aid in the support and growth of her business. Jessica's primary focus is creating additional value for subscribers while maximizing revenue and

growth for the business. Jessica is concerned about the potential time expanding the business would cause and needs solutions that provide growth to the business while prioritizing her time and effort.

One key fear Jessica has when attempting to grow the business is causing subscribers to feel as though she is only catering to the revenue customers bring in, instead of seeing them as a part of the community she has built around her channel. Jessica wants to find ways to grow the business and increase revenue in ways that prioritize customer/subscriber engagement. Create a presentation detailing the ways that Jessica can grow her business without alienating customers. Share insights to current industry trends, financial implications, and human resources requirements.

(555) Presentation Individual

Topic: Each year 1 out of 10 American college students studies abroad during their undergraduate years. Colleges and universities promote this experience as an opportunity to study while traveling and learning about other cultures. Some colleges/programs even require such an experience for graduation. Create a presentation that delves into this enriching post-secondary experience.

Topics to consider include but are not limited to:

- Why study abroad
- The positives of studying abroad
- The challenges of studying abroad
- The top destinations
- The costs of studying abroad
- How it can affect credits for graduation

(560) Presentation Team

Topic: Many employees are beginning to question the fairness, enforceability, and legality of non-compete clauses in their employment contracts. Many employees are choosing to ignore their non-compete agreements and taking the risk of their former companies pursuing legal action. Others are choosing to refuse to work for any employer that forces new hires to sign non-compete agreements. Create a presentation that discusses the following concept of non-compete clauses.

Things to consider but are not limited to:

- What are the pros and cons of non-compete agreements?
- Do you believe they are fair? Feasible?
- What role (if any) should non-compete agreements have in a modern workforce?

(615) Health Research Presentation

Topic: Currently, only 27 states grant nurse practitioner full medical autonomy for independent medical practice. Nurse practitioner are advanced level nurses with approximately 6-8 years of additional education and training beyond that of a registered nurse. Your state department of health is considering changing the autonomy they give nurse practitioner within their state and have asked you to present a presentation outlining your recommendation. Do you believe that nurse practitioner should be granted independent autonomy, or should be required to operate under the supervision of a physician? Defend your opinion based upon relevant factual findings.

CLLOUD STORAGE / FILE SHARING GUIDELINES

Permission and privacy settings on files sharing sites can be difficult to manage. Business Professionals of America has developed the following guidelines to help guide members as they choose the right settings for their submissions. The following is a nonexclusive list but includes the most popular file sharing sites. Members may choose any product or service to share submissions.

YouTube®

Setting	Description	Recommended
Public Videos	Show for everyone, and in search results	No
Unlisted Videos	Do <i>not</i> show up on YouTube, not found in search results, anyone with the links can see the video. The sharable link can be viewed by anyone.	Yes
Private Videos	Only be seen by users selected by the owner and added by email address, invisible to other users, do <i>not</i> show up on channels or in searches.	No

Vimeo®

Setting	Description	Recommended
Anyone	Allow anyone to see the video	No
Only me	Makes the video only visible to me and no one else	No
Only people I follow	Make the videos visible only to people I follow	No
Only people I choose	I'll select people with whom I want to share the video	No
Only people with a password	Protect this video with a password; <i>be sure to include the password on the entry form</i>	Yes

Dropbox® - *settings may be different depending on user's subscription

Setting	Description	Recommended
Share	Create a link, and Anyone with the link can view this folder	Yes
Share	E-mail to person, or add name	No

Google Drive® - please review the settings carefully; recommended *not* to use get shareable link option.

Setting	Description	Recommended
Share: Anyone with the link can view	Anyone that has the link will be able to view the files without a Google Account	Yes
Share: Anyone with the link can edit	Anyone that has the link will be able to access the files and edit them.	No

Microsoft OneDrive® - the key with this cloud storage site is to share from the folder level; use the Share and Get Link option.

Setting	Description	Recommended
Anyone with this link can view this item.	Share the folder and use the Get Link option to allow access and only view the files.	Yes
Anyone with this link can edit this item	Share the folder and use the Get Link option to allow access to edit files, folders, etc.	No

Disclaimer: This information is being provided as a reference only; the settings reflected in this document are reflective of the settings available at the time of authoring. Business Professionals of America does *not* endorse any products or services, and the settings outlined above may change at any time without notice.



RELEASE FORM

Release forms may be handwritten. Illegible forms will *not* be accepted.
**All individuals included in a project, including the official competitor(s),
must sign a Release Form for him/herself for this event.**
(This form must be completed for all events as specified in the event guidelines.)

Event # _____
Event Name _____
Member ID _____
Team ID (if applicable) _____

I hereby consent irrevocably to the use and reproduction (electronically or in print) of any and all photographs and other media taken of me in any form whatsoever for a Business Professionals of America Workplace Skills Assessment Program Competitive Event.

Consent is also granted for any printed matter, video, or audio recording used in conjunction with the photograph(s) and with the use of my name.

I have read this document and am fully aware of the content and implications, legal and otherwise.

This information must be completed here and will also be required online if this event is submitted to a BPA website for national competition.

Name _____
Address _____
City _____ **State** _____ **ZIP** _____

A printed copy with signature(s) must be provided for the judges before you present.

Signature _____
Date _____

Parental Verification

Signature of Parent or Guardian
(If person is under 18 years of age.)

Signature _____
Date _____



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Virtual																
(V01) Virtual Multimedia and Promotion Individual	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V02) Virtual Multimedia and Promotion Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V03) Software Engineering Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V04) Web Application Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V05) Mobile Applications	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V06) Promotional Photography	3		7	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V07) Cybersecurity/Digital Forensics	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		N
(V08) Start-up Enterprise Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		N
(V09) Financial Portfolio Management Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		N
(V10) Virtual Branding Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V11) 2D Animation Team - Pilot	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V12) Social Media Marketing Campaign Team - Pilot	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V13) Esports Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V14) Ethical Leadership & Decision-Making Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
Finance																
(100) Fundamental Accounting	10	10	90		N	N	Y	N				5	S	Y		N
(110) Advanced Accounting	10	10	90		Y	N	Y	N				5	S	Y		N
(125) Payroll Accounting	10	10	60		Y	N	Y	N				5	S	Y		N
(145) Banking and Finance	10	10	60		Y	N	Y	N				5	S	Y		N
(150) Financial Analyst Team	8		30/10	10	Y	N	Y	N	Y	Y	2	3	S	Y		N
(155) Economic Research Individual	3		7	5	Y	N	N	N			2	3	S	Y		N
(160) Economic Research Team	3		7	5	Y	N	N	N			2	3	S	Y		N
(165) Personal Financial Management			60		Y	N	Y	N				5	S	Y		N
(190) Financial Math and Analysis Concepts - Open Event			60		Y	N	N	N				U	S	Y		N

*Rating sheets are provided in the guidelines.

Y = Yes

N = No

S = Secondary

U = Unlimited



EVENTS-AT-A-GLANCE

	Maximum minutes for orientation, prep, and warm-up.	Maximum minutes for wrap-up	Actual minutes of testing and/or presentation	Judges Questions (Min.)	May event be repeated?	Are production standards used?	May reference materials be used? (See WSAP for details)	Computer and printer provided by BPA?	Color printing allowed?	Bring own computer?	Judges utilized*	Number of state entries eligible for national competition	Level for this event	Associate Division Event	Additional Certification Component	Release Forms Required?
Business Administration																
(200) Fundamental Word Processing	10	10	60		N	Y	Y	Y				5	S	Y	Y	N
(205) Intermediate Word Processing	10	10	60		N	Y	Y	Y				5	S	Y	Y	N
(210) Advanced Word Processing	10	10	90		Y	Y	Y	Y				5	S	Y	Y	N
(215) Integrated Office Applications	10	10	90		Y	Y	Y	Y				5	S	Y	Y	N
(220) Basic Office Systems and Procedures	10	10	90		N	Y	Y	Y				5	S	Y		N
(225) Advanced Office Systems and Procedures	10	10	90		Y	Y	Y	Y				5	S	Y		N
(230) Fundamental Spreadsheet Applications	10	10	90		N	N	Y	Y				5	S	Y	Y	N
(235) Advanced Spreadsheet Applications	10	10	90		Y	N	Y	Y				5	S	Y	Y	N
(240) Database Applications	10	10	90		Y	N	Y	Y				5	S	Y	Y	N
(245) Legal Office Procedures	10	10	60		Y	Y	Y	Y				5	S	Y		N
(255) Administrative Support Team	10	10	90		Y	Y	Y	Y				3	S	Y		N
(260) Admin. Support Research Project	3		7	5	Y	N	N	N			2	3	S	Y		N
(265) Business Law and Ethics	10	10	60		Y	N	Y	Y				5	S	Y		N
(290) Admin. Support Concepts - Open Event			60		Y	N	N	N				U	S	Y		N
Management Information Systems																
(300) Computer Network Technology			60		Y	N	Y	N				5	S	Y	Y	N
(305) Device Configuration and Troubleshooting			60		Y	N	Y	N				5	S	Y	Y	N
(310) Server Administration Using Microsoft®			60		Y	N	Y	N				5	S	Y		N
(315) Network Administration Using Cisco®			60		Y	N	Y	N				5	S	Y		N
(320) Computer Security			60		Y	N	Y	N				5	S	Y	Y	N
(325) Network Design Team	3		30/10	10	Y	Y	Y	N	Y	Y	2	3	S	Y		N
(330) C# Programming	10	10	90		Y	N	Y	N		Y		5	S	Y	Y	N
(335) C++ Programming	10	10	90		Y	N	Y	N		Y		5	S	Y		N
(340) Java Programming	10	10	90		Y	N	Y	N		Y		5	S	Y	Y	N
(345) SQL Database Fundamentals			60		Y	N	Y	N				5	S	Y	Y	N
(350) Linux Operating System Fundamentals			60		Y	N	Y	N				5	S	Y	Y	N
(355) Python Programming	10	10	90		Y	N	Y	N		Y		5	S	Y	Y	N
(390) Computer Programming Concepts - Open Event			60		Y	N	N	N				U	S	Y		N
(391) Information Tech Concepts - Open Event			60		Y	N	N	N				U	S	Y		N

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Digital Communication and Design

(400) Fundamental Desktop Publishing	10	10	90		Y	Y	Y	Y	Y			5	S	Y		N
(405) Advanced Desktop Publishing	10	10	90		Y	Y	Y	Y	Y			5	S	Y		N
(410) Graphic Design Promotion	3		6	5	Y	N	N	N	Y		2	3	S	Y		Y
(415) Fundamentals of Web Design	10	10	90		Y	N	Y	Y				5	S	Y	Y	N
(420) Digital Media Production	3		10	5	Y	N	N	N	Y	Y	2	3	S	Y		Y
(425) Computer Modeling	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(430) Video Production Team	3		10	5	Y	N	N	N	Y	Y	2	3	S	Y		Y
(435) Website Design Team	3		10	5	Y	N	N	N	Y	Y	2	3	S	Y		Y
(440) Computer Animation Team	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(445) Broadcast News Production Team	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(450) Podcast Production Team	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(455) User Experience Design Team	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(460) Visual Design Team - Pilot	3		10	5	Y	N	N	N		Y	2	3	S	Y		Y
(490) Digital Communication and Design Concepts - Open Event			60		Y	N	N	N				U	S	Y		N

Management, Marketing and Communication

(500) Global Marketing Team	3		10	5	Y	N	N	N	Y	Y	2	3	S	Y		N
(505) Entrepreneurship	3		5-7	5	Y	N	N	N	Y	Y	2	3	S	Y	Y	N
(510) Small Business Management Team	8		30/10	10	Y	N	N	N		Y	2	3	S	Y		N
(515) Interview Skills			15	0	N	N	N	N			2	3	S	Y		N
(520) Advanced Interview Skills			15	0	Y	N	N	N			2	3	S	Y		N
(525) Extemporaneous Speech	10		2-4	0	Y	N	N	N			2	3	S	Y		N
(535) Human Resource Management	20		3-5	3	Y	N	Y	N			2	3	S	Y		N
(540) Ethics and Professionalism	20		5-7	3	Y	N	N	N			2	3	S	Y		N
(545) Prepared Speech	1		5-7	5	Y	N	Y	N			2	3	S	Y		N
(550) Parliamentary Procedure Team	15		15	5	Y	N	Y	N			3	3	S	Y		N
(555) Presentation Individual	3		7-10	5	Y	N	N	N		Y	2	3	S	Y		Y
(560) Presentation Team	3		7-10	5	Y	N	N	N		Y	2	3	S	Y		Y
(590) Meeting and Event Planning Concepts Open Event			60		Y	N	N	N				U	S	Y		N
(591) Management, Marketing and Human Resources Concepts - Open Event			60		Y	N	N	N				U	S	Y		N
(592) Parliamentary Procedure Concepts - Open Event			60		Y	N	N	N				U	S	Y		N
(594) Digital Marketing Concepts - Open Event			60		Y	N	N	N				U	S	Y		N

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Health Administration																
(600) Medical Coding	10	10	60		Y	N	Y	N				5	S	Y		N
(605) Health Insurance and Medical Billing	10	10	60		Y	N	Y	Y				5	S	Y		N
(610) Health Administration Procedures	10	10	60		Y	Y	Y	Y				5	S	Y		N
(615) Health Research Presentation	3		10	5	Y	N	Y	N		Y		3	S	Y		N
(690) Health Administration Concepts-Open Event			60		Y	N	N	Y				U	S	Y		N

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NATIONAL BPA DEADLINES

All pre-submitted events must be submitted electronically. Each site will contain instructions on uploading files. Members must be registered and have their Member ID # ready when uploading pre-submission files. All files (unless specifically indicated in the *Guidelines*) must be submitted in PDF format.

Handwritten forms, excluding signatures, are *not* acceptable and will *not* be awarded specification points.

Materials for contests that are *not* listed below will be turned in at a designated time and place at NLC.

The dates listed are **national deadlines**. Check with your State Advisor to determine regional/district and state deadlines. Please be aware that states may require that additional contest materials be submitted prior to the state conference.

Item	Deadline	Websites
Administrative Support Research Project	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Advanced Interview Skills	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Broadcast News Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Computer Animation Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Computer Modeling	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Digital Media Production	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Economic Research Individual	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Economic Research Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Entrepreneurship	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Global Marketing Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Graphic Design Promotion	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Interview Skills	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org

Network Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Podcast Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
User Experience Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Video Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Visual Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Website Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2024	https://upload.bpa.org
Virtual Events	Submitted by 5:00 p.m. Eastern Time, January 15, 2024	https://upload.bpa.org
NLC Competitive Events Registration	Online registration by April 1, 2024	http://www.bpa.org/nlc/registration

Item	Deadline	Websites
NLC Hotel Reservations	Online by March 29, 2024	http://www.bpa.org/nlc/registration
NLC Registration Refund Requests	Submitted by April 26, 2024	http://www.bpa.org/nlc/registration
National Officer Candidate Application	March 8, 2024	Submit as outlined in the BPA National Officer Candidate Handbook
BPA Cares Awards	Submitted by March 8, 2024	Submit as outlined in BPA Cares Handbook
Torch Award—Ambassador	Submitted by March 8, 2024	http://bpa.org/torch-awards/

FUTURE NLC SITES

Year	Location	Date
2025	Orlando, FL	May 7-11
2026	Nashville, TN	May 6-10
2027	Denver, CO	May 5-9

**National Leadership
Conference
2024**

**Chicago, IL
May 10-14**

NATIONAL BPA PRE-SUBMISSION GUIDELINES

2024 National Leadership Conference

Submission Deadline: April 1, 2024, by 5:00 p.m. Eastern Time

NOTE: PAY CLOSE ATTENTION TO THE SAVED FILE NAMING CONVENTIONS

Event	What to Submit at https://upload.bpa.org	Saved File Naming Conventions	Bring to Conference * Copies below must be brought for BOTH preliminaries and finals
Finance (100's)			
(155) Economic Research Project - Individual	Research Paper and Works Cited in one combined PDF file.	ERPI-MemberID.pdf	1 copy of Research Paper 1 copy of Works Cited
(160) Economic Research Project - Team	Research Paper and Works Cited in one combined PDF file.	ERPT-MemberID.pdf	1 copy of Research Paper 1 copy of Works Cited
Business Administration (200's)			
(260) Administrative Support Research Project	Research Paper and Works Cited in one combined PDF file.	ARPI-MemberID.pdf	1 copy of Research Paper 1 copy of Works Cited
Management Information System (300's)			
(325) Network Design Team	Written proposal (Report Format) and Works Cited in one combined PDF file.	NDT-MemberID.pdf	1 copy of Written Proposal 1 copy of Works Cited
Digital Communication and Design (400's)			
(410) Graphic Design Promotion	1) Phone Skin - PDF or JPG or PNG format 2) Computer Skin - PDF or JPG or PNG format 3) Sticker - PDF or JPG or PNG format 4) Works Cited - PDF format 5) Release form - PDF format	GDP-MemberID-PhoneSkin GDP-MemberID-ComputerSkin GDP-MemberID-Sticker GDP-MemberID-WorksCited.pdf GDP-MemberID-Releaseform.pdf	1 copy of Phone Skin 1 copy of Computer Skin 1 copy of Sticker 1 copy Works Cited 1 copy Release Forms
(420) Digital Media Production	URL to project, Works Cited, and Release Form(s) in one combined PDF file.	DMP-MemberID.pdf	1 copy of Works Cited

For all team events, files only need to be uploaded once under the team captain's Member ID.

Event	What to Submit at https://upload.bpa.org	Saved File Name	Bring to Conference * Copies below must be brought for BOTH preliminaries and finals
Digital Communication and Design (400's) (continued)			
(425) Computer Modeling	URL to project, One Page Profile, Works Cited and Release Form(s) in one combined PDF file.	CM-MemberID.pdf	1 copy of Concept Art/Prototypes 1 copy of One Page Profile 1 copy of Works Cited
(430) Video Production Team	URL to project, Storyboard, Script, Works Cited and Release Form(s) in one combined PDF file.	VPT-MemberID.pdf	1 copy of Works Cited
(435) Website Design Team	URL to project (including any necessary login credentials, if necessary), Works Cited and Release Form(s) in one combined PDF file.	WDT-MemberID.pdf	1 copy of Works Cited
(440) Computer Animation Team	URL to project files, Release Forms and Works Cited in one combined PDF file.	CAT-MemberID.pdf	1 copy of Storyboard 1 copy of Works Cited
(445) Broadcast News Production Team	URL to project, script, Release Forms and Works Cited in one combined PDF file.	BNPT-MemberID.pdf	1 copy of Works Cited
(450) Podcast Production Team	URL to project, Release Forms and Works Cited in one combined PDF file.	PT-MemberID.pdf	1 copy of Works Cited
(455) User Experience Design Team	URL to projects, Release Forms and Works Cited in one combined PDF file.	UEDT-MemberID.pdf	1 copy of Works Cited
(460) Visual Design Team	URL to projects, Release Forms and Works Cited in one combined PDF file.	VDT-MemberID.pdf	1 copy of Works Cited
Management, Marketing and Communication (500's)			
(500) Global Marketing Team	Marketing Plan and Works Cited in one combined PDF file.	GMT-MemberID.pdf	1 copy of Marketing Plan 1 copy of Works Cited
(505) Entrepreneurship	Business Plan and Works Cited in one combined PDF file.	ENT-MemberID.pdf	1 copy of Business Plan 1 copy of Works Cited
(515) Interview Skills	Cover Letter and Résumé as separate PDF files.	IS-MemberID-coverletter.pdf IS-MemberID-resume.pdf	1 copy of Cover Letter 1 copy of Résumé
(520) Advanced Interview Skills	Cover Letter and Résumé as separate PDF files.	AIS-MemberID-coverletter.pdf AIS-MemberID-resume.pdf	1 copy of Cover Letter 1 copy of Résumé 1 Portfolio (<i>must not be left with judges</i>)

For all team events, files only need to be uploaded once under the team captain's Member ID.

VIRTUAL EVENT PRE-SUBMISSION GUIDELINES

Event	What to Submit at https://upload.bpa.org	Saved File Name(s)
Virtual Event (National Only)		
(V01) Virtual Multimedia and Promotion Individual	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V01-MemberID.pdf
(V02) Virtual Multimedia and Promotion Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V02-TeamNumber.pdf
(V03) Software Engineering Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V03-TeamNumber.pdf
(V04) Web Application Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V04-TeamNumber.pdf
(V05) Mobile Applications	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V05-MemberID.pdf
(V06) Promotional Photography	Submit one (1) original photo and one (1) corrected photo in JPEG or JPG format as individual files and submit the Works Cited and Release Form(s) in one combined PDF file.	V06-MemberID-original.jpg V06-MemberID-corrected.jpg V06-MemberID.pdf
(V07) Cybersecurity / Digital Forensics	NO UPLOADS REQUIRED	
(V08) Start-up Enterprise Team	Completed Business Plan, Works Cited, and Release Form(s) in one combined PDF file.	V08-TeamNumber.pdf
(V09) Financial Portfolio Management Team	NO UPLOADS REQUIRED	
(V10) Virtual Branding Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V10-TeamNumber.pdf
(V11) 2D Animation Team - Pilot	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V11-TeamNumber.pdf
(V12) Social Media Marketing Campaign Team - Pilot	Completed Social Media Marketing Campaign, Works Cited, and Release Form(s) in one combined PDF file.	V12-TeamNumber.pdf
(V13) Esports Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V13-TeamNumber.pdf
(V14) Ethical Leadership & Decision-Making Team	URL to project files, Works Cited and Release Form(s) in one combined PDF file.	V14-TeamNumber.pdf

For all team events, files only need to be uploaded once under the team captain's Member ID.

NLC 2024 COMPUTER SOFTWARE LIST

Provided at national level competition—regional and state levels may vary!

PCs with Microsoft® Windows format will be used for all events

<i>Event</i>	<i>Software Packages</i>
Administrative Support Team (255)	MS Office 2021
Advanced Desktop Publishing (405)	Desktop Publishing II
Advanced Office Systems and Procedures (225)	MS Office 2021
Advanced Spreadsheet Applications (235)	MS Excel 2021
Advanced Word Processing (210)	MS Office 2021
Basic Office Systems and Procedures (220)	MS Office 2021
Database Applications (240)	MS Access 2021
Fundamental Desktop Publishing (400)	Desktop Publishing I
Fundamental Spreadsheet Applications (230)	MS Excel 2021
Fundamental Word Processing (200)	MS Office 2021
Fundamentals of Web Design (415)	Notepad
Health Administration Procedures (250)	MS Office 2021
Integrated Office Applications (215)	MS Office 2021
Intermediate Word Processing (205)	MS Office 2021
Legal Office Procedures (245)	MS Office 2021

Check individual event guidelines for information regarding the use of members' own computers. Members who bring their own computer for events, as permitted, must also bring all supporting devices (including portable printer, software, extension cords, power strips, paper, etc.) as outlined in event guidelines. Printers are *not* needed for any programming contests in Management Information Systems. Electrical power is provided. Carry-in and setup of equipment must be done solely by the member(s) and must take place within the time allotted for orientation/warm-up.

Business Professionals of America assumes no responsibility for hardware/software provided by the members. Members who experience failure problems with their equipment will *not* be rescheduled. Members bringing their own computers and software should note that contests are authored for the software listed above and may *not* run on alternate software. Portable media (flash drive, etc.), if needed, will be provided for members by the National Center.

NLC 2024 Required Industry Certification Alignments and Objectives

The following industry certifications are required and provided (free of charge) for all competitors at the national level in each competition listed below. The certification test will count for up to 50 points (pass=500 points, fail= 0 points) of the final score for each of the aligned BPA competitive events.

BPA Competitive Event Name	Industry Certification Offered by Certiport
Advanced Spreadsheet Applications (235)	Microsoft Office Specialist Excel 2019 Expert
Advanced Word Processing (210)	Microsoft Office Specialist Word 2019 Expert
*Computer Network Technology (300)	IT Specialist - Networking
*Computer Security (320)	IT Specialist - Network Security
*C# Programming (330)	IT Specialist - Software Development
Database Applications (240)	Microsoft Office Specialist Access 2019 Expert
*Device Configuration and Troubleshooting (305)	IT Specialist - Device Configuration and Management
Entrepreneurship (505)	Entrepreneurship and Small Business (ESB)
*Fundamentals of Web Design (415)	IT Specialist - HTML and CSS
Fundamental Spreadsheet Applications (230)	Microsoft Office Specialist Excel 2019 Associate
Integrated Office Applications (215)	Microsoft Office Specialist PowerPoint 2019 Associate
Intermediate Word Processing (205)	Microsoft Office Specialist Word 2019 Associate
Java Programming (340)	IT Specialist - Java
Python Programming (355)	IT Specialist - Python
SQL Database Fundamentals (345)	IT Specialist - Databases

BPA Competitive Event Name	Industry Certification Offered by TestOut
Linux Operating System Fundamentals (350)	TestOut Linux Pro

BPA Competitive Event Name	Industry Certification Offered by YouScience (Precision Exams)
Fundamental Word Processing (200)	Word Processing

***Note:** Members who have certified in the aligned IT Specialist exam may choose from one of the following two options:

1. The member will be given the opportunity to take another certification exam within the event subject area in place of the previously passed exam. If the member passes their chosen exam, they will receive 50 points towards the final score of the BPA competitive event. If the member fails their chosen exam, they will receive zero (0) points towards the final score of the BPA competitive event.
2. The member may share their previously passed test scores with NLC staff. If this option is selected, the member will be required to log in to their Certiport account and share the previously earned score at the time of sign in at NLC.

All members who have previously certified in Microsoft Office Specialist (MOS) exams will be required to retake the exam.

Industry Certification Offered by Certiport	Certification Objectives
Microsoft Office Specialist Excel 2019 Expert	https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel-expert
Microsoft Office Specialist Word 2019 Expert	https://certiport.pearsonvue.com/fc/mos/od/365-2019/word-expert
IT Specialist - Networking	https://certiport.pearsonvue.com/fc/ITS/networking
IT Specialist - Network Security	https://certiport.pearsonvue.com/fc/ITS/networksecurity
IT Specialist - Software Development	https://certiport.pearsonvue.com/fc/ITS/softwaredevelopment
Microsoft Office Specialist Access 2019 Expert	https://certiport.pearsonvue.com/fc/mos/od/365-2019/access-expert
IT Specialist - Device Configuration and Management	https://certiport.pearsonvue.com/fc/ITS/deviceconfig
Entrepreneurship and Small Business (ESB)	https://certiport.pearsonvue.com/fc/esb/objectives/overview/v2
IT Specialist - HTML and CSS	https://certiport.pearsonvue.com/fc/ITS/htmlcss
Microsoft Office Specialist Excel 2019 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel
Microsoft Office Specialist PowerPoint 2019 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/powerpoint
Microsoft Office Specialist Word 2019 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/word
IT Specialist - Java	https://certiport.pearsonvue.com/fc/ITS/java
IT Specialist - Python	https://certiport.pearsonvue.com/fc/ITS/python
IT Specialist - Databases	https://certiport.pearsonvue.com/fc/ITS/database

BPA Competitive Event Name	Industry Certification Offered by TestOut
Linux Pro Certification	https://w3.testout.com/objectives/linux-pro

BPA Competitive Event Name	Industry Certification Offered by YouScience (Precision Exams)
Fundamental Desktop Publishing	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://s3.amazonaws.com/pe-wp-media/wp-content/uploads/2020/08/30173328/ks_248.18.pdf
Advanced Desktop Publishing	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://s3.amazonaws.com/pe-wp-media/wp-content/uploads/2020/08/30173408/ks_249.18.pdf
Fundamental Word Processing	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://s3.amazonaws.com/pe-wp-media/wp-content/uploads/2020/08/30185226/ks_262.18.pdf

Parental Consent Form

IMPORTANT: Requirement for Certiport Exams

All competitors (regardless of age) will be required to submit a signed [Parental Consent form](#) which must be on file with the National Center in order for scores to be released to BPA at NLC. A reminder to submit the form will be included at the time of competition registration.

If there is no [Parental Consent form](#) on file with the National Center on or before the first day of NLC, member scores will *not* be released and students' overall scores will be drastically affected.

The [Parental Consent form](#) is located on the next page and can be obtained as a PDF file on the [WSAP Download Center](#) webpage. This form must be on file with National Center for all members competing at the National Leadership Conference in one of the Certiport certification aligned events.



Certiport, A Pearson VUE Business
1278 South 920 East, Suite 200
American Fork, UT 84003 USA

Telephone: 1-888-999-9830
International: (801) 847-3100
www.certiport.com

Parent / Legal Guardian Consent Form

I am the parent/legal guardian of _____ (please print)
(the "Certiport Candidate") and I understand that my permission and authorization is required for the collection, use, and disclosure of the Certiport Candidate's personal information by Certiport, a business of NCS Pearson, Inc. ("Certiport"). I further understand that the Certiport Candidate will not be permitted to register for or take a Certiport exam unless I provide my permission by signing this form.

I understand and acknowledge that all individuals, including the Certiport Candidate, planning to take a Certiport exam are required to:

- A) Provide to Certiport, personal information, such as his or her, first and last name, street address, e-mail address, and demographic information ("Candidate Information"); and
- B) Agree to all of the terms and conditions contained on the Certiport website at www.certiport.com and in Certiport's test registration and delivery policies, and that these terms and conditions are legally binding.

In my capacity as the parent/legal guardian of the Certiport Candidate, I hereby understand, agree, authorize, and provide my consent that the Candidate will:

- 1) To allow the Certiport Candidate to take or retake any Certiport exam(s); and
- 2) That I have had an opportunity to review the Certiport terms and conditions and privacy policy available at www.certiport.com, including, but not limited to, those provisions relating to my privacy policies; that the collection, use, and transmission of the Initial Status of the Certiport Candidate's personal identifiable information and that I had read the Certiport Candidate user agreement and agree to abide by the terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any of the Candidate's personal information to the Certiport exam sponsor(s), its authorized third parties and service providers, and others as may be necessary to prevent unlawful activities or as required by law; and
- 4) That the Certiport Candidate and I will comply with any of the Certiport testing rules and procedures.
- 5) To allow Certiport to disclose to Business Professionals of America (BPA) the Candidate's Name, City, State, and score should my Certiport Candidate be one of the top fifteen winners in MOS Word, PowerPoint, Excel, and Access at the BPA 2021 National Leadership Conference.

I, the undersigned, certify that I am the parent or legal guardian of the child/legal ward (named above) and that I have the right to make decisions for my child/legal ward that effect his/her wellbeing.

I CERTIFY THAT I AM 18 YEARS OF AGE OR OLDER AND THAT I HAVE READ, FULLY UNDERSTAND AND AGREE TO THE TERMS OF THIS AGREEMENT, AND I SIGN IT VOLUNTARILY WITH FULL KNOWLEDGE OF ITS SIGNIFICANCE.

Name of Parent/Legal Guardian

Signature of Parent/Legal Guardian

Date



Certiport, A Pearson VUE Business
1276 South 820 East, Suite 200
American Fork, UT 84003 USA

Telephone: 1-888-999-9830
International: (801) 847-3100
www.certiport.com

Parent / Legal Guardian Consent Form

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I understand and acknowledge that all individuals, including the Certiport Candidate, planning to take a Certiport exam are required to:

- A) Provide to Certiport, personal information, such as his or her, first and last name, street address, e-mail address, and demographic information ("Candidate Information"); and
- B) Agree to all of the terms and conditions contained on the Certiport website at www.certiport.com and in Certiport's test registration and delivery system and that these terms and conditions are legally binding.

In my capacity as the parent/legal guardian of the Certiport Candidate, I hereby understand, agree, authorize, and provide my consent, as the case may be:

- 1) To allow the Certiport Candidate to take or retake any Certiport exam(s); and
- 2) That I have had an opportunity to review the Certiport terms and conditions and privacy policy available at www.certiport.com, including, but not limited to, those provisions relating to testing; privacy policies; and the collection, processing, use and transmission to the United States of the Certiport Candidate's personally identifiable information and that I and the Certiport Candidate understand and agree to abide by these terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any of the Candidate's personal information to the Certiport exam sponsor(s), its authorized third parties and service providers, and others as may be necessary to prevent unlawful activities or as required by law; and
- 4) That the Certiport Candidate and I will comply with any of the Certiport testing rules and procedures.
- 5) To allow Certiport to disclose to Business Professionals of America (BPA) the Candidate's Name, City, State, and score should my Certiport Candidate be one of the top fifteen winners in MOS Word, PowerPoint and Excel at the BPA National Leadership Conference.

I, the undersigned, certify that I am the parent or legal guardian of the child/legal ward (named above) and that I have the right to make decisions for my child/legal ward that effect his/her wellbeing.

I CERTIFY THAT I AM 18 YEARS OF AGE OR OLDER AND THAT I HAVE READ, FULLY UNDERSTAND AND AGREE TO THE TERMS OF THIS AGREEMENT, AND I SIGN IT VOLUNTARILY WITH FULL KNOWLEDGE OF ITS SIGNIFICANCE.

NAME OF PARENT/LEGAL GUARDIAN

SIGNATURE OF PARENT/LEGAL GUARDIAN

DATE



NLC 2024 RECOMMENDED (NOT REQUIRED) Industry Certifications

The following certification exams ARE NOT REQUIRED as part of any WSAP Competitive Event. The table below highlights your opportunity to pass a RECOMMENDED Precision Exams Certification. These exams are NOT complimentary and require the purchase of one (1)-day or three (3)-day pass during the online National Conference Registration or on-site during the National Leadership Conference.

WSAP Competitive Event	Precision Exams Certification (Recommended)
(100) Fundamental Accounting	PE Accounting I
(110) Advanced Accounting	PE Accounting II
(145) Banking and Finance	PE Banking and Finance
(155) Economic Research Individual (160) Economic Research Team	PE Economics
(165) Personal Financial Management	PE Business Mathematics and Personal Finance
(215) Integrated Office Applications	PE Business Office Specialist
(265) Business Law and Ethics	PE Business Law
(300) Computer Network Technology	PE Network Fundamentals
(305) PC Servicing and Troubleshooting	PE Computer Maintenance and Repair
(330) C# Programming	PE Computer Programming II (C#)
(335) C++ Programming	PE Computer Programming II (C++)
(340) Java Programming	PE Computer Programming II (Java)
(400) Fundamental Desktop Publishing	PE Desktop Publishing I
(405) Advanced Desktop Publishing	PE Desktop Publishing II
(410) Graphic Design Promotion	PE Design and Visual Communication
(420) Digital Media Production	PE Digital Media IB
(425) Computer Modeling	PE 3D Graphics
(430) Video Production Team	PE Video Production I
(435) Website Design Team	PE Business Web Page Design
(440) Computer Animation Team	PE Animation
(445) Broadcast News Production Team	PE Television Production I
(505) Entrepreneurship	PE Entrepreneurship
(510) Small Business Management Team	PE Business Management
(515) Interview Skills (520) Advanced Interview Skills	PE Preparing for College and Career
(525) Extemporaneous Speech (545) Prepared Speech (555) Presentation Individual (560) Presentation Team	PE Business Communication I
(610) Health Administration Procedures	PE Medical Assistant: Medical Office Management

ALPHABETICAL LISTING OF WORKPLACE SKILLS ASSESSMENTS

2D Animation Team - Pilot (V11)
Administrative Support Concepts - Open Event (290)
Administrative Support Research Project (260)
Administrative Support Team (255)
Advanced Accounting (110)
Advanced Desktop Publishing (405)
Advanced Interview Skills (520)
Advanced Office Systems and Procedures (225)
Advanced Spreadsheet Applications (235)
Advanced Word Processing (210)
Banking and Finance (145)
Basic Office Systems and Procedures (220)
Broadcast News Production Team (445)
Business Law and Ethics (265)
C++ Programming (335)
C# Programming (330)
Computer Animation Team (440)
Computer Modeling (425)
Computer Network Technology (300)
Computer Programming Concepts - Open Event (390)
Computer Security (320)
Cybersecurity/Digital Forensics (V07)
Database Applications (240)
Device Configuration and Troubleshooting (305)
Digital Communication and Design Concepts -
Open Event (490)
Digital Marketing Concepts - Open Event (594)
Digital Media Production (420)
Economic Research Individual (155)
Economic Research Team (160)
Entrepreneurship (505)
Esports Team – Pilot (V13)
Ethical Leadership & Decision-Making Team - Pilot (V14)
Ethics and Professionalism (540)
Extemporaneous Speech (525)
Financial Analyst Team (150)
Financial Math and Analysis Concepts - Open Event (190)
Financial Portfolio Management Team (V09)
Fundamental Accounting (100)
Fundamental Desktop Publishing (400)
Fundamental Spreadsheet Applications (230)
Fundamental Word Processing (200)
Fundamentals of Web Design (415)
Global Marketing Team (500)
Graphic Design Promotion (410)
Health Administration Procedures (610)
Health Insurance and Medical Billing (605)
Health Research Presentation (615)
Human Resource Management (535)
Information Technology Concepts - Open Event (391)
Integrated Office Applications (215)
Intermediate Word Processing (205)
Interview Skills (515)
Java Programming (340)
Legal Office Procedures (245)
Linux Operating System Fundamentals (350)
Management, Marketing, and Human Resources Concepts -
Open Event (591)
Medical Coding (600)
Health Administration Concepts - Open Event (690)
Meeting and Event Planning Concepts - Open Event (590)
Mobile Applications (V05)
Network Administration Using Cisco® (315)
Network Design Team (325)
Parliamentary Procedure Concepts - Open Event (592)
Parliamentary Procedure Team (550)
Payroll Accounting (125)
Personal Financial Management (165)
Podcast Production Team (450)
Prepared Speech (545)
Presentation Individual (555)
Presentation Team (560)
Promotional Photography (V06)
Python Programming (355)
Server Administration Using Microsoft® (310)
Small Business Management Team (510)
Social Media Campaign Team - Pilot (V12)
Software Engineering Team (V03)
SQL Database Fundamentals (345)
Start-up Enterprise Team (V08)
User Experience Design Team (455)
Video Production Team (430)
Virtual Branding Team (V10)
Virtual Multimedia and Promotion Ind. (V01)
Virtual Multimedia and Promotion Team (V02)
Visual Design Team - Pilot (460)
Web Application Team (V04)
Website Design Team (435)

WORKPLACE SKILLS ASSESSMENT STANDARDS

The skills listed below have been identified as those common to all WSAP Competitive Events.

Skills common to the six core assessment areas: Finance; Business Administration; Management Information Systems; Digital Communication and Design; and Management, Marketing and Communication; and Health Administration are also listed.

These are *not* intended to replace the individual event competencies, but they provide an overview and guidelines to ensure that the WSAP is preparing our members for successful careers by assessing real workplace skills.

Essential Skills

- BPAES1 Demonstrate effective written and oral communication skills.
- BPAES2 Demonstrate critical thinking skills to make decisions and to solve problems.
- BPAES3 Demonstrate professionalism and ethical behavior.
- BPAES4 Demonstrate effective leadership and teamwork skills.
- BPAES5 Conduct accurate research using various resources and methods.
- BPAES6 Demonstrate appropriate technology concepts and digital citizenship.
- BPAES7 Demonstrate knowledge of employability skills.
- BPAES8 Develop products using creativity and innovation.
- BPAES9 Demonstrate skills needed to function effectively in today's global economy.
- BPAES10 Perform mathematical calculations.

Finance Workplace Skills

- F1 Use correct terminology related to finance.
- F2 Use analytical and mathematical skills in solving financial problems.

Business Administration Workplace Skills

- BA1 Utilize spreadsheet software to create, edit, and publish industry appropriate documents.
- BA2 Utilize word processing software to create, edit, and publish industry appropriate documents.

Management Information Systems Workplace Skills

- MIS1 Utilize digital tools to gather, evaluate, and use information.
- MIS2 Demonstrate a sound understanding of technology concepts, systems, and operations.
- MIS3 Design and produce quality IT product/service.
- MIS4 Explain how IT increases business productivity and effectiveness.
- MIS5 Demonstrate an understanding of project management concepts in IT.
- MIS6 Utilize the key functions and applications of software.
- MIS7 Demonstrate an understanding of technologies that influence business practices.

Digital Communication and Design Workplace Skills

- DCD1 Utilize presentation software to create, edit, and publish industry appropriate documents.
- DCD2 Utilize desktop publishing software to create, edit, and publish industry appropriate documents.
- DCD3 Demonstrate knowledge of basic web page design and functioning.

Management, Marketing and Communication Workplace Skills


- MMC1 Demonstrate an understanding of management, marketing, and human resources concepts and practices.
- MMC2 Demonstrate an understanding of integrity and ethics in work environments across domestic and international demographics.
- MMC3 Evaluate, prioritize, interpret, and communicate analysis of business data to develop and communicate solutions.
- MMC4 Produce a written marketing plan focusing on price, product, place and promotion.
- MMC5 Demonstrate knowledge and understanding of an entrepreneurial business plan.
- MMC6 Analyze short- and long-term financial impacts to recommend a plan of action.
- MMC7 Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations.
- MMC8 Demonstrate professionalism through appearance and interpersonal skills.


Health Administration Workplace Skills

- HA1 Demonstrate an understanding of management in health administration and practices.
- HA2 Use correct terminology related to health administration.
- HA3 Demonstrate an understanding of integrity and ethics in work environments across domestic and international demographics.
- HA4 Demonstrate an understanding of how to operate under federal health guidelines.

CAREER CLUSTER CROSSWALKS

For more information about the National Career Clusters® Framework, visit www.careertech.org/career-clusters.

	Arts, A/V Technology and Communications	Business, Management and Administration	Finance	Government and Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections and Security	Marketing, Sales and Service
Virtual								
(V01) Virtual Multimedia and Promotion Individual	x					x		
(V02) Virtual Multimedia and Promotion Team	x					x		
(V03) Software Engineering Team	x					x		
(V04) Web Application Team						x		x
(V05) Mobile Applications						x		
(V06) Promotional Photography	x					x		
(V07) Cybersecurity/Digital Forensics		x				x	x	
(V08) Start-up Enterprise Team		x	x			x		x
(V09) Financial Portfolio Management Team		x	x					
(V10) Virtual Branding Team	x	x				x		x
(V11) 2D Animation Team - Pilot	x	x				x		x
(V12) Social Media Campaign Team - Pilot	x	x				x		x
(V13) Esports Team		x				x		
(V14) Ethical Leadership & Decision-Making Team	x	x	x	x	x	x	x	x
Finance								
(100) Fundamental Accounting		x	x					
(110) Advanced Accounting		x	x					
(125) Payroll Accounting		x	x					
(145) Banking and Finance		x	x					
(150) Financial Analyst Team		x	x			x		
(155) Economic Research Individual		x	x					
(160) Economic Research Team		x	x					
(165) Personal Financial Management		x	x					
(190) Financial Math and Analysis Concepts - Open Event			x					

 BUSINESS PROFESSIONALS of AMERICA <small>Giving Purpose to Potential</small>	Arts, A/V Technology and Communications	Business, Management and Administration	Finance	Government and Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections and Security	Marketing, Sales and Service
Business Administration								
(200) Fundamental Word Processing		X				X		
(205) Intermediate Word Processing		X				X		
(210) Advanced Word Processing		X				X		
(215) Integrated Office Applications		X				X		
(220) Basic Office Systems and Procedures		X				X		
(225) Advanced Office Systems and Procedures		X				X		
(230) Fundamental Spreadsheet Applications		X	X			X		
(235) Advanced Spreadsheet Applications		X	X			X		
(240) Database Applications		X				X		
(245) Legal Office Procedures		X				X	X	
(255) Administrative Support Team		X				X		
(260) Admin. Support Research Project		X						
(265) Business Law and Ethics		X		X			X	
(290) Admin. Support Concepts - Open Event		X						
Management Information Systems								
(300) Computer Network Technology						X		
(305) Device Configuration and Troubleshooting		X				X		
(310) Server Administration Using Microsoft®						X		
(315) Network Administration Using Cisco®						X		
(320) Computer Security		X				X		
(325) Network Design Team		X				X		
(330) C# Programming						X		
(335) C++ Programming						X		
(340) Java Programming						X		
(345) SQL Database Fundamentals						X		
(350) Linux Operating System Fundamentals						X		
(390) Computer Programming Concepts - Open Event						X		
(391) Information Tech Concepts - Open Event						X		

 BUSINESS PROFESSIONALS of AMERICA <small>Giving Purpose to Potential</small>	Arts, A/V Technology and Communications	Business, Management and Administration	Finance	Government and Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections and Security	Marketing, Sales and Service
Digital Communication and Design								
(400) Fundamental Desktop Publishing	x	x				x		x
(405) Advanced Desktop Publishing	x	x				x		
(410) Graphic Design Promotion	x	x	x			x		x
(415) Fundamentals of Web Design						x		x
(420) Digital Media Production	x					x		x
(425) Computer Modeling						x		
(430) Video Production Team	x					x		x
(435) Website Design Team						x		x
(440) Computer Animation Team	x					x		x
(445) Broadcast News Production Team	x					x		
(450) Podcast Production Team	x					x		x
(455) User Experience Design Team	x	x				x		x
(460) Visual Design Team - Pilot	x	x				x		x
(490) Digital Communication and Design Concepts - Open Event	x					x		
Management, Marketing and Communication								
(500) Global Marketing Team		x	x	x		x		x
(505) Entrepreneurship		x	x					x
(510) Small Business Management Team		x	x					x
(515) Interview Skills		x						x
(520) Advanced Interview Skills		x						x
(525) Extemporaneous Speech		x						x
(535) Human Resource Management		x						x
(540) Ethics and Professionalism		x						x
(545) Prepared Speech		x						
(550) Parliamentary Procedure Team		x				x		x
(555) Presentation Individual		x				x		x
(560) Presentation Team		x						x
(590) Meeting and Event Planning Concepts - Open Event		x						
(591) Management, Marketing and Human Resources Concepts - Open Event		x						
(592) Parliamentary Procedure Concepts - Open Event		x				x		
Health Administration								
(600) Medical Coding		x			x			
(605) Health Insurance and Medical Billing		x	x		x			x
(610) Health Administration Procedures		x	x		x	x		x
(615) Health Research Presentation		x			x			
(690) Health Administration Concepts - Open Event		x			x			

NATIONAL VIRTUAL EVENT GUIDELINES

These events are offered only at the national level. All members may register and submit entries. There are no limits. Top ten (10) winners will be decided for each division for each competition. The following policy will be used for all virtual (V01 - V14) competitive events.

Virtual Competition Round One - Technical Scoring

Based upon the number of final submissions in each of the virtual event contests, the competitors will be randomly assigned into sections. Within each section, all competitors will be judged using the technical rubric in the individual WSAP contest guidelines. Upon completion of the technical judging, the number of competitors that will advance to the presentation round will be determined by the number of sections.

The number of competitors that will advance to the presentation round will *not* exceed 20 competitors.

- 5 Sections - Top 4 from each section advance to the presentation round
- 4 Sections - Top 5 from each section advance to the presentation round
- 3 Sections - Top 6 from each section advance to the presentation round
- 2 Sections - Top 10 from each section advance to the presentation round

Virtual Competition Round Two - Presentation Scoring

During the presentation round, the competitors (not to exceed 20) will create a presentation following the individual competition guidelines. The combined scores (Round One - Technical and Round Two - Presentation) will determine the top ten (10) competitors that will be invited to NLC.

Top 10 Score Rankings

The top ten (10) competitors (from each division) advancing to NLC will be subjected to one additional technical judging to determine the final NLC rankings. This technical judging will take place before NLC.

During the National Leadership Conference (NLC)

The top ten (10) competitors from each division in each of the Virtual Events from each division are invited to participate in the [BPA National Showcase](#) and the [BPA National Showcase Business Panel](#). During the National Leadership Conference (NLC), the top ten (10) competitors are invited to compete for the National Showcase Best in Show Award in each competition.

- (V01) [Virtual Multimedia and Promotion Individual](#)
- (V02) [Virtual Multimedia and Promotion Team](#)
- (V03) [Software Engineering Team](#)
- (V04) [Web Application Team](#)
- (V05) [Mobile Applications](#)
- (V06) [Promotional Photography](#)
- (V07) [Cybersecurity/Digital Forensics](#)
- (V08) [Start-up Enterprise Team](#)
- (V09) [Financial Portfolio Management Team](#)
- (V10) [Virtual Branding Team](#)
- (V11) [2D Animation Team - Pilot](#)
- (V12) [Social Media Marketing Campaign Team - Pilot](#)

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(V13) [Esports Team](#)

(V14) [Ethical Leadership & Decision Making Team](#)

(V01) Virtual Multimedia and Promotion Individual

Description

Create a 1:00 to 2:30 minute digital promotion based upon the assigned topic. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

Eligibility

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on the number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$10 fee for each entry (*invoiced during event registration*).

Topic

Create a 1:00 - 2:30 minute digital promotional video highlighting a local non-profit organization of your choice, that is trying to bring awareness to a new demographic. Currently, they market to local business & industry members, but they would like to expand their marketing to local community members including students.

Members who do *not* submit an entry that follows the topic above will be *disqualified*.

Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects (2D and/or 3D)

Specifications

- Completed final product dimensions should be at least 1920 x 1080.
- Completed projects may be uploaded to a video/file sharing site (Vimeo, YouTube, Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA’s recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.

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- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Member is responsible for securing a signed [Release Form\(s\)](#) from any person whose image, voiceover, or work is used in the project including one's self.
- Member is responsible for citing all sources including one's self for any of the work used on the Works Cited page.
- Member ID will be required for all submissions.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Multiple submissions will *not* be accepted.
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members' advisors will be contacted to reserve a time for a video conference presentation before a panel of judges. Email confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top members with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application
 Technical Judges' Rating Sheets
 Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup
 No more than ten (10) minutes presentation time
 No more than five (5) minutes judges' questions

(V01) Virtual Multimedia and Promotion Individual

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Project Requirements					
Items to Evaluate	All points or none are awarded.				Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • URL to project, signed Release Form(s), and Works Cited in a single combined PDF. 	10				
Total Production Layout (60 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Production Layout					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts	1-5	6-10	11-15	16-20	
Consistent format	1-5	6-10	11-15	16-20	
Total Graphics/Media Use Layout (100 points maximum)					
Graphics/Media Use					
Enhances theme and purpose of the project	1-5	6-10	11-15	16-20	
Effective use of graphic design and digital assets	1-5	6-10	11-15	16-20	
The audio is clear, balanced, and free from background noise or distortion	1-5	6-10	11-15	16-20	
Effective use of lighting and special effects	1-5	6-10	11-15	16-20	
Video contains motion graphics (2D and/or 3D)	1-5	6-10	11-15	16-20	
Total Content (40 point maximum)					
Content					
Video is generated for target audience	1-5	6-10	11-15	16-20	
Well-developed and portrays theme	1-5	6-10	11-15	16-20	
Total Content (40 points maximum)					
TOTAL TECHNICAL POINTS (210 points maximum)					

(V01) Virtual Multimedia and Promotion Individual

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
PRESENTATION POINTS					
Delivery <ul style="list-style-type: none"> • Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. • Presents the information in a highly structured and organized manner that is easy to follow. • Demonstrates a clear understanding of the topic and presents relevant, accurate information. 	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post production.	1-5	6-10	11-15	16-20	
Ability to explain the use of media elements (graphics, video, audio, special effects, lighting, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
Adhered to time specifications of 1:00 minute to 2:30 minutes.				10	
Adhered to specified dimensions of at least 1920 x 1080.				10	
Conformed to BPA Graphic Standards .				10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 330

(V02) Virtual Multimedia and Promotion Team

Description

Create a 3:00 to 5:00 minute digital promotion based upon the assigned topic. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Host a cooking show for Click Productions featuring a new kitchen item of your choice, like the *As Seen on TV Infomercials*. The show must include a title sequence. You should discuss the features, benefits and impact of how this item will help you in the kitchen. You must include the pros and cons of the new item. The video should be 3:00 to 5:00 minutes in length.

Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects (2D and/or 3D)
- Demonstrate an understanding of developing a final product for a target audience

Specifications

- Completed projects may be uploaded to a video/file sharing site (Vimeo, YouTube, Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Member ID will be required for all submissions.
- Completed final product dimensions should be at least 1920 x 1080.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties
- Multiple submissions will *not* be accepted.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

(V02) Virtual Multimedia and Promotion Team

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • URL to project, signed Release Form(s), and Works Cited in a single combined PDF. <i>All points or none are awarded by the technical judge.</i>				10	
Production Process					
Visual organization is easily understood (Pre-Production)	1–5	6–10	11–15	16–20	
Aesthetic use of colors and fonts	1–5	6–10	11–15	16–20	
Continuity & Consistency of the Digital/Promotional Video	1–5	6–10	11–15	16–20	
Total Production Layout (60 points maximum)					
Graphics/Media Use					
Graphics enhance topic	1–5	6–10	11–15	16–20	
Effective use of principles and elements of graphic design	1–5	6–10	11–15	16–20	
The audio is clear, balanced, and free from background noise or distortion	1–5	6–10	11–15	16–20	
Effective use of video camera techniques and camera shots	1–5	6–10	11–15	16–20	
Effective use of lighting and special effects	1–5	6–10	11–15	16–20	
Video contains motion graphics (2D and/or 3D)	1–5	6–10	11–15	16–20	
Total Graphics/Media Use (120 point maximum)					
Content					
Overall Creativity and Originality of the production	1–5	6–10	11–15	16–20	
Effective use of Color Grading and Visual Effects	1–5	6–10	11–15	16–20	
Total Content (40 points maximum)					
TECHNICAL SCORE (230 points maximum)					

(V02) Virtual Multimedia and Promotion Team

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
PRESENTATION POINTS					
Delivery <ul style="list-style-type: none"> • Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. • Presents the information in a highly structured and organized manner that is easy to follow. • Demonstrates a clear understanding of the topic and presents relevant, accurate information. 	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post production.	1-5	6-10	11-15	16-20	
Ability to explain the use of media elements (graphics, video, audio, special effects, lighting, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
The overall structure and flow of the presentation is well-organized and engaging.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
Adhered to time specifications of 3:00 minute to 5:00 minutes				10	
Adhered to specified dimensions of at least 1920 x 1080				10	
Conformed to BPA Graphic Standards .				10	
TOTAL PRESENTATION POINTS (140 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 370

Business Professionals of America Workplace Skills Assessment Program

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(V03) Software Engineering Team

Description

Teams will collaborate on the engineering of a computer software application that performs tasks and operations as outlined in the provided topic. Project submissions will consist of software source code and assets in addition to a functional, executable version of the application. Submissions will be judged on technical merit by software engineering professionals. Teams will be further required to formally present their project to a panel of judges via videoconference, and the presentation will be judged independently of the project's technical merits.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during registration*).

Topic

Develop a Steampunk-themed real-time strategy (RTS) game. Create a world where advanced steam-powered technology and Victorian aesthetics meld into a captivating universe. The game should merge strategic thinking, resource management, and innovative gameplay mechanics. Examples of these types of games include Titles like “Rise of Nations: Rise of Legends”, “Frostpunk”, or “RoBoRumble”.

Competencies

- Apply technical skills in the given programming languages to develop the system of applications required.
- Evaluate and delegate responsibilities needed to perform required tasks as a team.
- Develop a project plan and timeline.
- Apply problem solving techniques.
- Implement system analysis and design concepts.
- Use internal programming documentation.
- Use object-oriented programming concepts and techniques.
- Demonstrate knowledge of how data is organized in software development.
- Apply programming concepts such as sequential file access, databases, and I/O operations.
- Use internal and external function and/or procedure calls.

Technical Specifications

Minimum functionality required:

- Interactive game environment
- Menu interface for non-gameplay user interaction (e.g., starting game, resuming game, choosing levels, exiting the game)
- On-screen HUD for display of vital gameplay information
- Minimum average framerate of 30 frames per second (FPS)
- Serialization of game state to a database (see below) for saving and resumption of gameplay sessions.
- Values/stats of all game pieces/cards and related data must be stored on a database

Technology Requirements:

The following languages/frameworks are permitted:

- Java 6 or higher
- JavaScript
- Python 2.6+
- Ruby 1.8.6+
- Microsoft C#
- Objective-C / Cocoa
- C++
- Apple Swift
- Unity

Additional languages/frameworks/ may be approved by contacting Patrick Schultz at pschultz@bpa.org.

The following is a list of possible database systems available:

- Oracle Express 11g
- Microsoft SQL Server
- Oracle MySQL
- PostgreSQL
- SQLite
- JavaDB
- Google Firebase
- Amazon Web Services

Additional languages/frameworks/database may be approved by contacting Patrick Schultz, pschultz@bpa.org.

The use of game development frameworks (e.g., Unity, XNA, pygame, cocos2d, etc.) is permitted if, and only if, the framework is freely available for educational or nonprofit use. The use of paid proprietary development frameworks is expressly prohibited. Additionally, Realm Crafter and other “programming light” tools that provide a ready-made gaming engine and/or graphical assets are also prohibited. Any submission using a game development framework must clearly show the extent of original work done via source code comments.

Specifications

- The final project submission deadline will be January 15, 2024, at 5:00 p.m. Eastern Time.
- All project documents including, but *not* limited to source code, game manual, project plan, resources, libraries, etc. must be packaged together in a compressed format and uploaded to a file sharing site (e.g. Dropbox, etc.).
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- The use integrated development environments (e.g., Microsoft Visual Studio, Eclipse, IntelliJ, Apple XCode, etc.) is highly recommended.
- A signed [Release Form](#) must be obtained by teams from any individual whose work, name, likeness, or personal information is used as part of an event submission.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- Code must be original work of team.

NOTE ON FINAL PROJECT SUBMISSION

All project documents including, but *not* limited to, source code, game manual, project plan, resources, libraries, etc., must be packaged together in a compressed format and uploaded to a file sharing site (e.g., Dropbox, etc.). The project URL, Works Cited, and signed [Release Form\(s\)](#) (as a combined PDF file) are the only things that you will upload to <https://upload.bpa.org>. You must note the URL for your compressed project files, including any necessary login information, if applicable, in your combined PDF.

We strongly recommend that participants use integrated development environments (e.g., Microsoft Visual Studio, Eclipse, Oracle NetBeans, or Apple XCode).

Method of evaluation

Application

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

Business Professionals of America Workplace Skills Assessment Program

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(V03) Software Engineering Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

TECHNICAL REQUIREMENTS SCORING (150 POINTS)

Items To Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Object-Oriented Programming (140 points)					
Proper class design and organization	1 - 3	4 - 15	16 - 27	28 - 40	
Code reuse (minimize code duplication)	1 - 2	3 - 10	11 - 18	19 - 30	
Use of encapsulation	1 - 2	3 - 10	11 - 18	19 - 30	
Use of inheritance	1 - 3	4 - 15	16 - 27	28 - 40	
Design Analysis (50 points)					
Data flow diagram(s)	1 - 4	5 - 20	21 - 36	37 - 50	
Code Documentation (70 points)					
Comment blocks explaining classes, methods, and complex sections of logic	1 - 4	5 - 20	21 - 36	37 - 40	
Provide an in-game tutorial or walkthrough for instructional purposes	1 - 3	4 - 15	16 - 27	28 - 30	
Crash Reporting (50 points)					
Generation of crash reports (via text file or dialog box) on application failure	1 - 3	4 - 15	16 - 27	28 - 30	
Option to email crash report on application failure	1 - 2	3 - 10	11 - 18	19 - 20	
Data Driven Design (90 points)					
Application makes use of data driven design for runtime settings via database	1 - 3	4 - 15	16 - 27	28 - 30	
Session data (saved games, high scores, etc.) are stored via database for later reuse	1 - 3	4 - 15	16 - 27	28 - 30	
Application makes use of data driven design for game content via database	1 - 3	4 - 15	16 - 27	28 - 30	

(V03) Software Engineering Team

Judge Number _____

Team Number _____

Items To Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Error Handling (65 points)					
Proper use of error handling techniques	1 - 2	3 - 10	11 - 18	19 - 20	
Proper use of exception handling techniques	1 - 2	3 - 10	11 - 18	19 - 20	
Clear user alerts on recoverable and non-recoverable error conditions	1 - 3	4 - 10	11 - 20	21 - 25	
Logging (60 points)					
Log system events to dedicated text file for debugging	1 - 3	4 - 15	16 - 27	28 - 30	
Log system errors to dedicated text file	1 - 3	4 - 15	16 - 27	28 - 30	
Technical Requirements (125 points)	These points are awarded all or nothing per judge.				
Project submission includes a manual containing directions for compiling/building and explains the features of the submission				100	
Installer included for project application.				25	

GAMEPLAY SCORING (150 POINTS)

Items To Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Interface Design	1 - 3	4 - 15	16 - 27	28 - 30	
Inclusion of Audio	1 - 3	4 - 15	16 - 27	28 - 30	
Logical Controls	1 - 3	4 - 15	16 - 27	28 - 30	
Amount of Content	1 - 3	4 - 15	16 - 27	28 - 30	
Lasting Appeal	1 - 3	4 - 15	16 - 27	28 - 30	

(V03) Software Engineering Team

Judge Number _____

Team Number _____

PRESENTATION SCORING (200 POINTS)

Items To Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Explain the design and development process from start to finish	1 - 5	6 - 10	11 - 15	16 - 20	
Explain the flow or data (game saves, high scores, etc.)	1 - 5	6 - 10	11 - 15	16 - 20	
Explain the design of game and game mechanics	1 - 5	6 - 10	11 - 15	16 - 20	
Explain the use and design of media elements (sounds, graphics, etc.)	1 - 5	6 - 10	11 - 15	16 - 20	
Explain the software engineering principles utilized	1 - 5	6 - 10	11 - 15	16 - 20	
Explain how the game is innovative	1 - 5	6 - 10	11 - 15	16 - 20	
Team offered clear and direct responses to interview questions	1 - 5	6 - 10	11 - 15	16 - 20	
Demonstrate the entire team's role in the development of the game	1 - 5	6 - 10	11 - 15	16 - 20	
Presentation quality and style	1 - 5	6 - 10	11 - 15	16 - 20	
All points or none are awarded per item below.					
Presentation lasted no more than 10 minutes				10	
At least two original team members in attendance at time of presentation				10	

Scoring Category	Points Awarded
Technical Scoring Points	650
Gameplay Points	150
Presentation Points	200
TOTAL (1,000 points maximum)	

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(V04) Web Application Team

Description

The team will create a database-driven website with server-side functionality. The team is provided with the opportunity to design, build, and present a working web application. Teams will be further required to formally present their project to a panel of judges via videoconference, and the presentation will be judged independently of the project's technical merits.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

LearnX is a web application competition aimed at developing an innovative tutorial site for K-12 students. The objective of the competition is to create a user-friendly, interactive, and educational platform that supports learning and knowledge acquisition for students across different grade levels.

Required Features

- Administrator account with full permissions
- Register and authenticate users (including password reset and account deletion)
- Use encryption to protect data and passwords
- Create different account types
 - Students - Allowed to add and modify content
 - Teachers – Allowed to add and modify content (teachers can edit student content)
- Monitor student progress
- Provide at least 3 tutorials

Possible Features

- Quizzes
- Videos
- Progress notifications
- Completion certificates
- Use external authentication (i.e. Google, Facebook or Twitter)

Competencies

- Demonstrate database development in a structured or unstructured environment
 - Contestants can use a cloud-based environment such as Mongo DB or Firebase
 - Contestants can use an SQL database
 - No flat files (text files) can be used to store data
- Demonstrate knowledge of server-side scripting and Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Utilize external Application Programming Interface (API)
- Apply database development skills to create the back end of the web application
- Apply web design skills and standards to complete the front-end of the website
- Implement problem-solving techniques
- Describe the process, methodology, and lifecycle of your web application
- Create an audit trail of how you built your application

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Specifications

- Final projects must be uploaded to a file sharing site (Dropbox, etc.) and should include:
 - a written description of the application as a PDF file
 - the source code (as a zipped root folder)
 - the database schema
- It is recommended that you set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Only one (1) team member should complete the submission.
- No changes can be made to the project after the date of submission.
- The website must be available for viewing on the Internet on January 15, 2024. If the ISP is experiencing technical difficulty, the advisor will be contacted, and a reasonable amount of time will be provided to solve the problem. No changes can be made to the website after this date. Technical judging of the website will be conducted prior to NLC.
- The following information must be included on the website: chapter name and number and team member names. This information can be included in any format and location.
- The team members must create the conceptual model for the database identifying relationships between tables in the database. Each team will be expected to articulate the design of the database associated with the web application.
- Each team must create forms and associated considerations needed for the scenario.
- Teams may select the database, web server, and middleware solution they prefer. A careful review of the evaluative criteria presented in the contest guidelines will aid in the selection of development technologies. The source code that powers each team's web application will be scrutinized;

therefore, it is imperative that team members can answer questions regarding this aspect of the application.

- The event tests the team’s ability to write code and incorporate database. As such, application frameworks, such as Drupal®, Joomla!®, DotNetNuke® and WordPress® *cannot* be used. Integrated development environments (IDEs) such as Microsoft® Visual Studio/ASP and Dreamweaver® are acceptable. Packages that assist the developer to create components, menus and similar such as JavaScript®, jQuery® and Ajax are acceptable and encouraged. However, downloading third-party code to create a major component of a web application, such as a shopping cart in an e-commerce application, is *not* permissible.
- Code must be original work of the team.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams’ advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application

Technical Judges’ Rating Sheets

Presentation Judges’ Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges’ questions

(V04) Web Application Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
--------------------------------------------------------	----------------------------------------------------------	-----------------------------

If yes, please stop scoring and provide a brief reason for the *disqualification* below:

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Works Cited - PDF format • Release Form(s) - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Page Design					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts	1-5	6-10	11-15	16-20	
Images and page file size have been optimized for performance	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage	1-5	6-10	11-15	16-20	
Sufficient contrast between text and background color	1-5	6-10	11-15	16-20	
Total Format and Page Design Points (110 points maximum)					
Customer Functionality					
Navigational links consistent and working	1-5	6-10	11-15	16-20	
End-user instructed on the proper formatting for forms and given feedback upon submission	1-5	6-10	11-15	16-20	
Cross-browser and cross platform compatibility	1-5	6-10	11-15	16-20	
Ability to utilize a search feature	1-5	6-10	11-15	16-20	
Total Customer Functionality Points (80 points maximum)					
Database Development					
A database is employed (<i>as opposed to flat file</i>)	1-5	6-10	11-15	16-20	
Conceptual model correctly implemented	1-5	6-10	11-15	16-20	
Minimal data redundancy in tables	1-5	6-10	11-15	16-20	
Sensitive data encrypted in the database	1-5	6-10	11-15	16-20	
Database access is controlled through passwords, access control lists, etc.	1-5	6-10	11-15	16-20	
Use of unique key concepts are employed	1-5	6-10	11-15	16-20	
Total Database Development Points (120 points maximum)					

(V04) Web Application Team

Judge Number _____

Team Number _____

Technical Scoring Rubric (continued)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Application Design					
A system/application diagram was created and employed	1-5	6-10	11-15	16-20	
Maintains state through sessions with and without cookies	1-5	6-10	11-15	16-20	
Encrypts highly sensitive user information	1-5	6-10	11-15	16-20	
Forms fields are validated before submission	1-5	6-10	11-15	16-20	
Queries and/or stored procedures are utilized	1-5	6-10	11-15	16-20	
Error capture routines are employed where needed	1-5	6-10	11-15	16-20	
Total Application Design Points (120 points maximum)					
Administration					
Appropriate web-based reports are generated for the application	1-5	6-10	11-15	16-20	
Administrator has the ability to add, modify, and delete data through a password-protected web interface	1-5	6-10	11-15	16-20	
Code is documented	1-5	6-10	11-15	16-20	
Total Administration Points (60 points maximum)					
Application functions as indicated (it works)					
Reports generate accurate results	1-5	6-10	11-15	16-20	
Content may be public or private	1-5	6-10	11-15	16-20	
Administration functions work as indicated (add, modify, delete)	1-5	6-10	11-15	16-20	
Security functions as it should	1-5	6-10	11-15	16-20	
Required features: <ul style="list-style-type: none">• Have an administrator account• Register users• Authenticate users• Protect all passwords• Add user content	1-10	11-20	21-30	31-40	
Total Application Points (120 points maximum)					
TOTAL TECHNICAL POINTS (610 points maximum)					

(V04) Web Application Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
PRESENTATION POINTS					
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to demonstrate how the application works through the use of the user interface	1-5	6-10	11-15	16-20	
Ability to explain the logical design of application and design patterns used	1-5	6-10	11-15	16-20	
Ability to explain the code structures that perform front end and backend functionality	1-5	6-10	11-15	16-20	
Offered clear and direct responses to interview questions	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Equipment setup lasted no more than three (3) minutes.				5	
Presentation lasted no more than ten (10) minutes				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (165 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 775

(V05) Mobile Applications

Description

Members will develop a mobile phone and/or tablet application based upon the given scenario. Permitted platforms include and are limited to Google Android™ or Apple iOS™. The application will be pre-submitted for technical judging. Members will then be required to present their application to a panel of technical judges.

Eligibility

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$10 fee for each entry (*invoiced during event registration*).

Topic

You are challenged to create a mobile application that will be used to inform the public about events that are happening in your community. Examples may include but are not limited to camps, concerts, fundraisers, etc. The application will use an external backend database connection to store contact information.

Required Features

- External backend database is used to store data securely
- User registration and account recovery
- Allow users to:
 - Create events
 - Search for events
- View for login/register/account recovery
- View for event listings
- View for event detailed information (date/time/location, event description, contact information)
- View for app information
- Use at least one API (examples: weather or calendar)

Possible Features

- Export event list to PDF
- Export event details to PDF
- Share events to social media platforms
- Ability to purchase items

Business Professionals of America Workplace Skills Assessment Program

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- Comments or questions
- Advertising
- Sign up for opportunities with reminders
- Additional resources
- Other options that enhance your application

Competencies

- Implement system analysis and design concepts
- Develop a project plan and timeline
- Demonstrate knowledge of how to resolve program implementation and deployment issues
- Apply Google Android® or Apple iOS® language specific programming tools/techniques to create a mobile application
- Demonstrate and employ computer language concepts to include Object Oriented, Structured and Procedural techniques
- Utilize variables, assignment statements, mathematical operators and mathematical concepts to include arithmetic, algebraic and trigonometric functionality in the solution as needed
- Demonstrate the use of design and color principles to create a graphical user interface (GUI) for a mobile device
- Employ database skill sets to manage data
- Apply programming concepts such as sequential file access and I/O operations
- Use internal and external function and/or procedure calls
- Use internal programming documentation
- Create user input controls to accept input from users
- Utilize external application programming interface (API)
- Employ decision making controls as needed
- Include icons, images, and other graphic objects as needed
- Utilize list, arrays, and iteration structures to solve programming problems as needed

Specifications

- The member will research the topic, and then create a mobile application based upon the topic presented in this document. The member will create the application in a platform of the member's choosing from the list of platforms designated in the technical specifications.
- The projects may be cross platform compatible between Google's Android® or Apple iOS®.
- The application may *not* be deployed as a web application delivered over HTTP.
- The application must be installed on the member's mobile device.
- The member must demonstrate the application from the member's mobile device for presentation to the technical judges at the national level (projection equipment may be used).
- The application need *not* be available for download from a digital-distribution multimedia-content service such as Google Play®, or Apple App Store®.
- Final project components must be uploaded to a file sharing site (Dropbox, etc.) and should include:
 - a written description of the project and details of a design concept
 - source code (as a zipped root folder)
 - application screenshots
- It is recommended that you set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.

- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Member will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed due dates.
- Multiple submissions *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The member is responsible for securing a [Release Form](#) from any individual whose name, photograph, and/or other information is included on in the mobile application.
- All text/graphics materials must follow the organization’s [Graphic Standards](#) and make proper use of the logo and/or organization’s name, if used. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members’ advisors will be contacted to reserve a time for a video conference presentation before a panel of judges. Email confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.
- The top members with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
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- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application
 Technical Judges’ Rating Sheets
 Presentation Judges’ Rating Sheets

Length of event

No more than three (3) minutes setup
 No more than ten (10) minutes presentation time room
 No more than five (5) minutes judges’ questions

(V05) Mobile Applications

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Item to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Release Form(s) - PDF format and Works Cited - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
User Interface					
Grammar, spelling, punctuation, and usage	5	10	15	20	
Content without errors/No copyright violations	(3+ errors)	(2 errors)	(1 error)	(0 errors)	
Work is original, innovative, and unique	1-5	6-10	11-15	16-20	
Graphic design is optimized for use on mobile devices	1-5	6-10	11-15	16-20	
Effective and aesthetic use of color, typography, and graphics	1-5	6-10	11-15	16-20	
Interface adheres to platform interface guidelines	1-5	6-10	11-15	16-20	
Interface is clear, uncluttered, and easily understood	1-5	6-10	11-15	16-20	
TOTAL USER INTERFACE (120 points maximum)					
Code and Data					
Application makes use of at least one (1) of the permitted platforms: Google Android® or Apple iOS®	0 (No)			20 (Yes)	
Code is clear, readable, and well structured	1-5	6-10	11-15	16-20	
Code demonstrates clear understanding of object-oriented programming and design patterns	1-5	6-10	11-15	16-20	
Code utilized database to access stored information	1-5	6-10	11-15	16-20	
Code is well-documented	1-5	6-10	11-15	16-20	
TOTAL CODE and DATA (100 points maximum)					
User Functionality					
Application runs on and/or deploys to a smartphone or tablet device running the chosen permitted platform	1-5	6-10	11-15	16-20	
Application loads and accurately retrieves information from database	1-5	6-10	11-15	16-20	
TOTAL USER FUNCTIONALITY (40 points maximum)					
Project Plan					
Grammar, spelling, punctuation without errors.	1-5	6-10	11-15	16-20	
Plan adequately details the how member will meet project requirements within the time allotted	1-5	6-10	11-15	16-20	
TOTAL PROJECT PLAN (40 points maximum)					
TOTAL TECHNICAL POINTS (310 points maximum)					

(V05) Mobile Applications

Judge Number _____

Member ID _____

Presentation Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
PRESENTATION POINTS					
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to demonstrate how the application works through the use of the user interface	1-5	6-10	11-15	16-20	
Ability to explain the logical design of application and design patterns used	1-5	6-10	11-15	16-20	
Ability to explain the code structures for specific application functionality	1-10	11-20	21-30	31-40	
Offered clear and direct responses to interview questions	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Equipment setup lasted no more than three (3) minutes				5	
Presentation lasted no more than ten (10) minutes				10	
TOTAL PRESENTATION POINTS (175 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 485

(V06) Promotional Photography

Description

Students will demonstrate their skill and creative vision and image editing. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

Eligibility

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on the number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$10 fee for each entry (*invoiced during event registration*).

Topic

Capture a cup of steaming hot coffee or your favorite hot beverage while sharing with friends or family. The scene could be at a local coffee shop or at a holiday gathering. The photo must also include a catchy title.

Member must supply

- Corrected JPEG or JPG formatted Photo
- Word document listing the software used for the edits along with a listing of the tools used in that software
- Work Cited Page
- Release forms

Competencies

- Apply basic camera techniques
- Demonstrate technical proficiency in the areas of proper focus
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of exposure
- Demonstrate the ability to use creative compositional techniques
- Demonstrate knowledge of digital editing
- Demonstrate ability to print digital images
- Apply knowledge of software, equipment, and skills related to photography
- Demonstrate knowledge of copyright laws
- Demonstrate an understanding of developing a final product for a target audience

Specifications

- **Submit one (1) original phot and one (1) corrected photo in JPEG or JPG format as individual files, a Word document of software used for photo edits & tools used, the Works Cited and signed [Release Form\(s\)](#) in a combined PDF file to: <https://virtual.bpa.org/submit>, no later than 11:59 p.m. Eastern Time, on January 15, 2024.**
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered members, those missing Member ID, and/or projects received after the deadline will *not* be accepted.
- Photos with any type of text on the photo will *not* be accepted.
- Photographs must be in digital format. The photograph must be taken with a digital camera; no scans of negatives, transparencies, or photographic prints are acceptable. Each file must be no larger than 5 megabytes must be in JPEG or JPG format and must be at least 1,600 pixels wide (if a horizontal image) 1,600 pixels tall (if vertical image) OR image size must have a long dimension of at least 1,000 pixels and no more than 3,000 pixels.
- The photograph, in its entirety, must be an original work of art by the contestant.
- Only minor burning, dodging, and/or color correction is acceptable, as are hand tinting and cropping.
- Photographs must *not* constitute copyright infringement or fraud.
- Watermarks are *not* acceptable.
- Photos may *not* be taken using a mobile device or edited using mobile app software.
- The member is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members' advisors will be contacted to reserve a time for a video conference presentation before a panel of judges. Email confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top members with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- For those students advancing to the National Showcase, photos must meet the following specifications:
 - Display shows original photo on 5"x7" and final photo on 8"x10" photo paper, dry-mounted on a board no larger than 24"x18"
 - Photo can be mounted on the board horizontally or vertically
 - You may print in glossy or matte

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- Photo must be mounted on one board that will fit on an easel for the showcase
- Mount the photo ONLY on the board. Please do *not* include any text or names, borders, stickers, etc.

Method of evaluation

Application

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than seven (7) minutes presentation time

No more than five (5) minutes judges' questions

(V06) Promotional Photography

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
The photos were taken with a DSLR camera (mobile photography is not permitted)	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> Signed Release Form(s) – PDF format One (1) original photo and one (1) corrected photo in JPEG or JPG format Works Cited – PDF format <p align="center"><i>All points or none are awarded by the technical judge.</i></p>				10	
Final photo must meet the following requirements. <ul style="list-style-type: none"> Photo size must be no larger than 5 MG, must be in JPEG or JPG format and must be at least 1,600 pixels wide (if a horizontal image) 1,600 pixels tall (if vertical image) OR Image Size must have a long dimension of at least 1,000 pixels and no more than 3,000 pixels. Inclusion of an appropriate title with a font size no larger than 30 pt 	1-9	10-19	20-29	30-40	
Creativity and originality using innovative and fresh ideas in capturing a cup of coffee or favorite hot beverage	1-5	6-10	11-15	16-20	
Image quality: overall image quality with sharp focus, clarity, and proper depth of field	1-5	6-10	11-15	16-20	

<p>Lighting & Exposure:</p> <ul style="list-style-type: none"> • Skillful use of lighting techniques to enhance the subject and create the desired mood • Proper exposure control, avoiding overexposed or underexposed areas 	1-5	6-10	11-15	16-20	
Photo delivers a selection and arrangement within the frame (i.e. rule of thirds, leading lines, etc.)	1-5	6-10	11-15	16-20	
Photo shows proper image manipulation techniques (Only minor burning, dodging and/or color correction, and cropping is acceptable.)	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (150 points maximum)					

(V06) Promotional Photography

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Delivery <ul style="list-style-type: none"> ● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. ● Presents the information in a highly structured and organized manner that is easy to follow. ● Demonstrates a clear understanding of the topic and presents relevant, accurate information. 	1-5	6-10	11-15	16-20	
Explain the lighting selections choices (For Example: exposure, flash photography, studio lighting, natural lighting, etc.)	1-5	6-10	11-15	16-20	
Explanation of camera setting choices	1-5	6-10	11-15	16-20	
Engages and captivates the audience with effective delivery and conveys the theme of the photo during the presentation.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
Set-up lasted no longer than three (3) minutes – 5 points				5	
Presentation lasted no longer than seven (7) minutes – 5 points				5	
Member name does <i>not</i> appear on submitted output/submitted photos				10	
Photo was <i>not</i> edited using mobile app software				10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.
PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES
TOTAL MAXIMUM POINTS = 310

(V07) Cybersecurity/Digital Forensics

Description

Demonstrate knowledge of computer security and cybersecurity management tasks in multiple computer and mobile platforms. This national event will be graded and requires judged components on-site at the National Leadership Conference. Awards will be presented at the National Leadership Conference.

Eligibility

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on number of entries per chapter or per state.

Contest Overview

Round One: All registered competitors will complete a fifty (50) question objective test virtually. The top twenty (20) competitors will be invited to participate in Round Two.

Round Two: The top twenty (20) competitors from Round One will be invited to create a presentation no longer than ten (10) minutes on the following topic:

Topic (Round Two Competitors Only)

You have been asked to develop a presentation on Artificial Intelligence (AI) in Cybersecurity. Suggested topics to cover include, but are not limited to:

- The benefits and challenges of using AI
- Detecting and preventing cyber threats
- Potential limitations
- The financial impact/stability of those it will affect.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$10 fee for each entry (*invoiced during event registration*).

Competencies

- Demonstrate knowledge of security threats
- Understand infrastructure security
- Demonstrate knowledge of cryptography, access control, and authentication
- Demonstrate security tactics to prevent against external attack
- Demonstrate knowledge of operational and organization security
- Identify security threats
- Demonstrate hardening internal Windows and Linux systems and services
- Demonstrate knowledge of TCP/IP
- Demonstrate hardening Internet work devices and services
- Demonstrate knowledge of network defense fundamentals
- Demonstrate knowledge of wireless technologies (i.e., WAN, PAN, and/or WPAN)

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- Create security policies
- Perform a risk analysis
- Demonstrate knowledge of biometrics
- Demonstrate knowledge of cryptography
- Create router and access control lists
- Demonstrate knowledge of Internet security issues
- Manage certificates
- Monitor security infrastructure
- Monitor security infrastructure of Setup will be no

Information Technology Common Standards

- Utilize digital tools to gather, evaluate, and use information
- Demonstrate a sound understanding of technology concepts, systems, and operations
- Explain how IT increases business productivity and effectiveness
- Demonstrate an understanding of project management concepts in IT
- Explain the key functions and applications of software
- Demonstrate an understanding of how new IT technologies influence business practices
- Demonstrate technical knowledge of the Internet
- Demonstrate knowledge of basic web page design and functioning

Specifications

- Compete in the objective portion of the event at proctored testing site determined by National BPA.
- The member shall design a computer-generated multimedia presentation on the assigned topic.
- The member is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Objective - *Reference materials are not allowed.*

Presentation Judges' Rating Sheets

Length of event

Objective - No more than sixty (60) minutes for objective test

Presentation - No more than three (3) minutes setup

Presentation - No more than ten (10) minutes presentation time

Presentation - No more than five (5) minutes judges' questions

(V07) Cybersecurity/Digital Forensics

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Ability to use technical terms, along with appropriate explanations that achieve effective communication	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, and color) and functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Voice quality and diction	1-5	6-10	11-15	16-20	
Self-confidence, assertiveness, and eye contact	1-5	6-10	11-15	16-20	
Development of stated theme	1-10	11-20	21-30	31-40	
Answers to judges' questions	1-10	11-20	21-30	31-40	
All points or none are awarded per item below.					
setup lasted no more than three (3) minutes				5	
Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes				5	
TOTAL PRESENTATION POINTS (290 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(V08) Start-up Enterprise Team

Description

Develop an operating plan and organizational structure to initiate a small business. Teams are to assume they are presenting their products/services to potential buyers. The event may be repeated but previously used business plans may *not* be submitted.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Competencies

- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills
- Identify and utilize internal and external resources
- Develop a written business plan for a start-up business
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Analyze the necessary financial data required to establish their business

Specifications

- **Submit the completed Business Plan, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Member ID will be required for all submissions.
- Information in the business plan must be authentic; however, team may choose to use a fictitious address and telephone number.
- Teams will demonstrate oral communication skills.
- Entries outlining the purchase of a franchise do *not* satisfy the topic and are subject to *disqualification*.

- The business plan must *not* exceed ten (10) pages, single-sided (excluding the Title page, Table of Contents, Works Cited, and supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#).
- Any business plan submitted beyond the maximum number of pages will be *disqualified*.
- The completed plan must include, but is *not* limited to, the following:
 - Title Page, Table of Contents, and Works Cited (excluded from 10-page maximum)
 - Executive Summary
 - Description of proposed business
 - Objectives of the business
 - Proposed business strategies
 - Product(s) and/or service(s) to be provided
 - Management and ownership of the business
 - Marketing analysis
 - Financial analysis
 - Supporting documentation (excluded from 10-page maximum)
 - Financial analysis (include income statement, balance sheet, cash flow statement, and other analyses)
 - Supporting documents (research, charts, brochures, résumés, etc.)
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Only one (1) team members should complete the submission.
- No changes can be made to the project after the date of submission.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application
 Technical Judges' Rating Sheets
 Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup
 No more than ten (10) minutes presentation time
 No more than five (5) minutes judges' questions

(V08) Start-up Enterprise Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> Business Plan and supporting documentation, Works Cited in a combined PDF <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Includes income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

(V08) Start-up Enterprise Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Oral Presentation Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				10	
Plan used the correct format for Title Page, Table of Contents, Works Cited, and Business Plan according to the <i>Style & Reference Manual</i>				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (135 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 325

(V09) Financial Portfolio Management Team

Description

Teams (2-4 members) will enter an investment simulation using an online platform provided by a BPA partner. The simulation will provide the students \$100,000 initially, to be used to invest in stocks, mutual funds, and/or bonds. Awards will be presented at the National Leadership Conference.

Eligibility

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on number of entries per chapter or per state.

Contest Overview

Round One: All registered teams will participate in a virtual stock market challenge.

Teams manage their portfolios throughout the contest with the following requirements:

- Teams can buy any investment allowed through the NYSE and NASDAQ markets, including stocks, mutual funds, ETFs, and bonds.
- Teams will be limited on any one investment to 20% of their portfolio, thus mandating a diversification strategy.
- Teams will be allowed to buy on margin up to 100% of their initial cash balance, at an interest rate to be determined by current market factors at the inception of the contest.
- Teams will receive interest on any cash balance maintained, at a rate to be determined by current market factors at the inception of the contest.
- Teams will buy and sell as they wish, with each transaction subject to a pre-determined fee subtracted from their cash balance (online platform will determine the fee).
- Teams must make a minimum of five transactions to be eligible for placement.

The top twenty (20) teams, in terms of portfolio value, will be invited to participate in Round Two.

Additional information (team credentials and tutorials) regarding Round One will be sent to all registered teams by December 8, 2023.

Round Two: The top twenty (20) teams from Round One will be invited to create and present a virtual presentation no longer than ten (10) minutes on their strategies for success and challenges faced.

Suggested strategies include, but not limited to:

- Analysis of day-to-day stock trends and historic performance
- Research on companies' past news releases
- Research on companies' development of products, patents, potential buyouts, etc.-
- Research on historic and future quarterly earnings reports
- Research on market initial public offerings (IPOs)
- Analysis of financial statements, including financial ratios
- Industry research and analysis

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team entry (*invoiced during event registration*).

Competencies

- Calculate investment amounts given current prices and investment restrictions
- Research and analyze various investment options
- Manage an online fund
- Determine timing of buying and selling investments using various market and economic factors
- Calculate return on investments
- Analyze cash and investments to maximize return
- Prepare a presentation using a presentation software
- Prepare reports using Excel
- Present investment strategies

Specifications

- Compete in the virtual stock market challenge, powered by StockTrak.
- The member shall design a computer-generated multimedia presentation on the assigned topic.
- The member is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges’ questions.
- All text/graphic materials must follow the organization’s [Graphic Standards](#) and make proper use of the logo and/or organization’s name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams’ advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

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Method of evaluation

Virtual Stock Market Challenge (virtual hands-on)
Presentation Judges' Rating Sheets

Length of event

Virtual Stock Market Challenge (virtual hands-on) - December 15, 2022 - January 31, 2024
Presentation - No more than three (3) minutes setup
Presentation - No more than ten (10) minutes presentation time
Presentation - No more than five (5) minutes judges' questions

This event is sponsored by:



(V09) Financial Portfolio Investment Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Introduction and conclusion	1-5	6-10	11-15	16-20	
Investment strategy is explained	1-5	6-10	11-15	16-20	
Ability to use technical terms, along with appropriate explanations	1-5	6-10	11-15	16-20	
Investment strategy and research demonstrated financial understanding and knowledge	1-5	6-10	11-15	16-20	
Typography and graphics used effectively	1-5	6-10	11-15	16-20	
Professionalism of presentation (voice quality, diction, eye contact)	1-5	6-10	11-15	16-20	
Presentation achieved desired results	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
setup lasted no more than three (3) minutes				5	
Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (185 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(V10) Virtual Branding Team

Description

Marketing in today's world focuses on the combination of digital design, social media, virtual mockups, and engaging multimedia experiences. This virtual event will evaluate knowledge and skills utilizing cross-medium branding in a team environment.

Teams are recommended to use Adobe Illustrator®, Adobe Dimension®, Adobe Photoshop®, Adobe Premiere (Rush)® or other software that meets the contest specifications.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Your team has been contracted to promote a three-day event in Grant Park about the park's history happening May 10-12, 2024 in Chicago, IL.

- Social media (30-second promo video)
- Promotional billboard (registration information, specifications, cost,)
- Commemorative ticket (promotional product)
- Commemorative stickers (promotional product)
- Mobile app mockup (event schedule, specifications, cost, reservations, etc.)
- Event website mockup (event schedule, specifications, cost, reservations, etc.)
- One (1) page overview document outlining the team decision making process; include branding guidelines for fonts, color guide, and acceptable brand usage

NOTE: The key points of this contest are the actual virtual cross-platform branding components and not the event itself.

Competencies

- Demonstrate knowledge of transitions and audio/video editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a virtual branding environment
- Develop promotional cross-medium strategy
- Demonstrate awareness of requirements of target audience (prospective customers)
- Demonstrate awareness of accessibility concerns
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate interconnected cross-medium design plan
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Use principles of design, layout, and typography in media and user experience design
- Demonstrate effective persuasive and informative communication and presentation skills

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Specifications

- Completed projects (see topic for all project requirements) may be uploaded to a file sharing site (Google Drive or Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Member ID will be required for all submissions.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
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- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Application

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

This event is sponsored by:



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(V10) Virtual Branding Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Signed Release Form(s) – PDF format • One-page team design process overview document – PDF Format • URL Link to Final Project Files – PDF Format • Works Cited – PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Content <ul style="list-style-type: none"> • Clarity and coherence of message • Information accuracy and relevance • Depth and breadth of content 	1-5	6-1	11-15	16-20	
Technique <ul style="list-style-type: none"> • Technical execution and proficiency • Use of appropriate tools and resources • Organization and structure of content 	1-5	6-10	11-15	16-20	
Creativity/Originality <ul style="list-style-type: none"> • Uniqueness and innovative ideas • Out-of-the-box thinking and original approach • Freshness and distinctiveness in content creation 	1-5	6-10	11-15	16-20	
Influence <ul style="list-style-type: none"> • Ability to engage and captivate the audience • Persuasiveness and power to inspire action • Relevance and resonance with targeted audience 	1-5	6-1	11-15	16-20	
Innovative Technology <ul style="list-style-type: none"> • Effective integration and use of technology • Implementation of cutting-edge tools and platforms • Seamless user experience and interaction 	1-5	6-10	11-15	16-20	
Grammar <ul style="list-style-type: none"> • Correct grammar usage and sentence structure • Appropriate punctuation and capitalization • Clarity and coherence in writing 	0 3+ errors	5 2 errors	10 1 error	20 0 errors	

(V10) Virtual Branding Team

Technical Scoring (Continued)

Social Media Event Promotion					
The project demonstrates a deep understanding of the target audience and effectively communicates the intended message.	1-5	6-10	11-15	16-20	
The project demonstrates innovative and original ideas.	1-5	6-10	11-15	16-20	
Billboard					
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Composition of design has balance, unity, and harmony	1-5	6-10	11-15	16-20	
Commentative Ticket & Sticker					
Graphic(s) enhance topic	1-5	6-10	11-15	16-20	
Effective use of principles and elements of graphic design	1-5	6-10	11-15	16-20	
Event Mobile App Prototype					
The project demonstrates a clear understanding of influential design trends and effectively incorporates them to engage the target audience.	1-5	6-10	11-15	16-20	
The project demonstrates exceptional technical skills and execution. Visual elements, interactions, and navigation are easily followed.	1-5	6-10	11-15	16-20	
Event Webpage Prototype					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts Consistent format page to page	1-5	6-10	11-15	16-20	
Team involvement is evident	1-5	6-10	11-15	16-20	
Well developed Portrays the topic Effectiveness of site	1-5	6-10	11-15	16-20	
Branding guidelines for color, fonts, and acceptable usage are outlined	1-5	6-10	11-15	16-20	
TECHNICAL SCORE (410 points maximum)					

(V10) Virtual Branding Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Delivery <ul style="list-style-type: none"> ● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. ● Presents the information in a highly structured and organized manner that is easy to follow. ● Demonstrates a clear understanding of the topic and presents relevant, accurate information. 	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post production.	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Explanation of roles of various team members	1-5	6-10	11-15	16-20	
The overall structure and flow of the presentation is well-organized and engaging.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
Set-up lasted no longer than three (3) minutes – 5 points				5	
Presentation lasted no longer than ten (10) minutes – 5 points				5	
Conformed to BPA Graphic Standards .				10	
TOTAL PRESENTATION POINTS (130 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 540

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(V11) 2D Animation Team - Pilot

Description

Create a 2D animation, at least (1:30) and not to exceed (2:30) minutes, based upon the assigned topic provided.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on the number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Create a 1:30 - 2:30 minute 2D animation interactive children’s book for ages 7-11 years old that addresses the effectiveness of having a pet on their mental health and well-being.

Competencies

- Demonstrate utilization of various editing software applications
- Demonstrate development of animation within a storyboard
- Demonstrate object color and creating artistic effects
- Demonstrate textures and special effects
- Demonstrate knowledge of transitions, audio, and lighting effects
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate an understanding of developing for a target audience

Specifications

- Completed projects (see topic for all project requirements) must be uploaded to a file sharing site (Google Drive or Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA’s recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- The team must create a 2D animation utilizing audio, text, video, and graphics.
- The team must utilize audio, text, video, graphics, and 2D animation.

- Animated graphics must be saved as a standard format that can be played on both PC or Mac (i.e., QuickTime videos).
- The final project components, including, but limited to, storyboard and rendered video should be compressed in zip format and uploaded to a file-sharing site (Dropbox, etc.)
- Member ID will be required for all submissions.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
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Method of evaluation

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

(V11) 2D Animation Team - Pilot

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team used 2D animation software	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)
Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If disqualification is marked, please stop scoring and provide a brief reason for the <i>disqualification</i> :		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none"> • URL to the final project files, Works Cited, storyboard and signed Release Form(s) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Final Animation made effective use of time and was within the contest time limit of 1:30 to 2:30 minutes in length.				20	
Complexity/Craftsmanship					
Assets were original or pre-made, and/or a combination. (Point preference may be given for creation of original assets)	1-5	6-10	11-15	16-20	
Attention to detail was evident in animation techniques	1-5	6-10	11-15	16-20	
Camera angles, timing, transitions, and techniques support project objectives	1-5	6-10	11-15	16-20	
Total Complexity/Craftsmanship (60 points maximum)					
Animation					
Squash and Stretch - Illusion of weight and volume is given to the animation to enhance movement (i.e., tennis ball compressing when hit)	1-5	6-10	11-15	16-20	
Anticipation - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	

Staging - Actions provide continuity and clearly communicate to the audience the attitude, mood, reaction, or idea of the animation as it relates to the topic	1-5	6-10	11-15	16-20	
Slow-Out and Slow-In Techniques - Used to simulate natural movements (i.e., fluid motion)	1-5	6-10	11-15	16-20	
Secondary Action(s) - Used to add dimension to the animation. (hair, fur, clothing, flags, water, etc.)	1-5	6-10	11-15	16-20	
Total Animation (100 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Composition					
Execution of Plan: Concept Art, and Storyboard demonstrate project objectives	1-2	3-5	6-8	9-10	
Grammar, spelling, punctuation, and usage on planning materials and project	1-2 (3+ errors)	3-5 (2 errors)	6-8 (1 error)	9-10 (0 errors)	
Total Composition (20 points maximum)					
Creativity					
Animation is original Fresh ideas, innovative, unique & expressive	1-5	6-10	11-15	16-20	
Animation is memorable, entertaining, and/or fulfills objectives	1-2	3-5	6-8	9-10	
Effective use of lighting	1-5	6-10	11-15	16-20	
Audio is clear and the sound is synchronized to create a seamless 2D Animation experience.	1-5	6-10	11-15	16-20	
Transitions are effective and smooth	1-5	6-10	11-15	16-20	
Total Creativity (90 points maximum)					
TOTAL TECHNICAL POINTS (300 points maximum)					

(V11) 2D Animation Team - Pilot

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, software, and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Ability to explain roles of various team members	1-5	6-10	11-15	16-20	
Oral presentation quality/style, effectiveness	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 450

(V12) Social Media Marketing Campaign Team - Pilot

Description

Develop a social media marketing campaign, following the guidelines outlined in the [Style & Reference Manual](#), that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
- Executive summary
- Description of event, product, or service
- Marketing objectives
- Creative content
- Content strategy
- Campaign budget
- Methods of measuring success
- Works Cited

Submitted separately during presentation ONLY:

- Supporting documentation (research, charts, brochures, etc.)

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the “Conferences” tab and then select the “2024 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Use the Social Media Marketing Campaign format in the [Style & Reference Manual](#) and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

Competencies

- Develop a written social media marketing campaign
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of consumer buyer persona
- Demonstrate successful content creation and execution
- Demonstrate successful content strategies for implementation
- Identify the relationship between content and consumer persona
- Identify customer base including consumer and organizational markets
- Utilizing fixed financial resources in a marketing environment
- Understand how digital marketing affects consumer demographics
- Apply a reflective growth mindset to business goals
- Demonstrate teamwork skills needed to function in a world-class workforce

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- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- The marketing plan must *not* exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Social Media Marketing Campaign format in the [Style & Reference Manual](#).
- Submit the Marketing Plan, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.
- Any campaign submitted beyond the maximum number of pages will be *disqualified*.
- Member ID will be required for all submissions.
- The team is responsible for securing a signed Release Form from any person whose image is used in the production.
- All text/graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#))
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
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- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Technical Judges' Rating Sheets

Presentation Judges' Rating Sheets

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

(V12) Social Media Marketing Campaign Team - Pilot

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none"> • Social Media Marketing Campaign Plan and Works Cited in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary	1-5	6-10	11-15	16-20	
Description of events, product, or service	1-5	6-10	11-15	16-20	
Marketing objectives	1-5	6-10	11-15	16-20	
Market persona	1-5	6-10	11-15	16-20	
Creative content	1-5	6-10	11-15	16-20	
Content strategy	1-5	6-10	11-15	16-20	
Campaign budget	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

(V12) Social Media Marketing Campaign Team - Pilot

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, software, and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Ability to explain roles of various team members	1-5	6-10	11-15	16-20	
Oral presentation quality/style, effectiveness	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (165 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

TOTAL MAXIMUM POINTS = 335

V13 Esports Team - Pilot

Description

This contest will test a team's ability to research and create strategies to effectively compete in a virtual esports competition. Teams will submit a research paper on the provided esports topic, compete in an esports tournament, and create a presentation highlighting strategies used and lessons learned.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 3-4 members.
- There are no restrictions on number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the "Conferences" tab and then select the "2024 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Although esports has a perception of just playing video games, there are many factors that need to be considered when formulating team strategy. Teams advancing to the live virtual presentation round will share their research, planned strategies, and lessons learned to the panel of judges.

Competencies

- Analyze and troubleshoot strategies for esports related scenarios.
- Analyze game characteristics and game play data to create a strategic plan.
- Compare and contrast the similarities of how esports technology and social media have affected today's culture.
- Create a visualization to demonstrate strategy and problem-solving techniques.
- Create goals (short and long-term) for individuals and teams during esports competition.
- Create strategies for efficient game play during esports tournament.
- Define and describe how a player's personality affects team strategy.
- Demonstrate effective technical reading and writing skills.
- Demonstrate effective verbal and non-verbal communication skills.
- Demonstrate healthy gaming concepts and strategies in both local and virtual environments.
- Identify patterns and various play styles of pro players and recognize how application of these skills and patterns improves game play.
- Implement effective time-management skills in relation to esports, academics, and personal life.

- Research game mechanics and other parts (visuals, sound, genre) of the game development process.
- Research the various roles and skills necessary to support the esports ecosystem and industry.
- Summarize the basic concepts of intellectual property laws in esports, including copyright, trademarks,
- DMCA, patents, and the consequences of violating copyright laws.
- Summarize the legal and ethical responsibilities in relation to esports, gaming, and emerging technology fields.

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The research paper must *not* exceed three (3) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The report must follow the Report format in the *Style & Reference Manual*. *Style & Reference Manual*.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the Report, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2024.**
- Members will receive an automated response confirmation at the time of submission.
- Member ID will be required for all submissions.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
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Method of evaluation

Technical Scoring Rubric

Gameplay Tournament

Presentation Scoring Rubric

Length of Presentation

No more than three (5) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

(V13) Esports Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. ● Research Paper - PDF format <i>All points or none are awarded by the technical judge.</i>				30	
Introduction/Summary Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
Comprehension of Topic Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
Organization and Expansion of Ideas Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
Creativity Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
Writing Skills/Mechanics Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
Overall Effectiveness of Analysis	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (150 points maximum)					

**ANY CAMPAIGN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (3)
EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING
DOCUMENTATION, and WORKS CITED, WILL BE
DISQUALIFIED**

(V13) Esports Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
All registered team members participated in the presentation				10	
TOTAL PRESENTATION POINTS (100 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 250

PRESENTATION WILL BE STOPPED AT 10 MINUTES

(V14) Ethical Leadership & Decision-Making Team - Pilot

Description

This contest will test a team's ability to research and make decisions on an ethical challenge. Teams will submit a research paper on the provided case study, complete an objective test, and create a presentation highlighting proposed solutions to the ethical challenge and lessons learned.

Eligibility

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on the number of entries per chapter or per state.

Event Registration

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- Click on the "Conferences" tab and then select the "2024 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2023.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

Recommended Resources

- Access MBA Research's free [Ethical Leadership LAP Package](#) for 50+ lesson modules ideal for event preparation.

Cash Prizes

MBA Research (via its Daniels Fund grant) will provide \$6,000 in cash prizes for the secondary level.

Entry Fee

There will be a \$20 fee for each team (*invoiced during event registration*).

Topic

Student Uncomfortable with Sharing Photos Online without Explicit Consent

Round Two – The top 20 teams will receive a twist to the case study and then give a presentation on their research and proposed solution to the twist, in addition to lessons learned, to a panel of judges.

Wilson's Nature Center, a local lawn and garden company, advertises a contest they're sponsoring, asking for photo submissions showing how residents enjoy their summer. The Adventure Club at your school decides to submit a group photo of their latest camping trip at Glacier Park. A couple weeks later, the students learn their photo won the competition and the accompanying \$500 cash prize.

When the Adventure Club meets with nature center owner Ms. Wilson to collect the prize money, she mentions she loved the group photo so much that she submitted it to a competition for a national “Go outdoors!” campaign that’s sponsored by Exploration Nation, a well-known outdoor equipment brand. The competition offers the winner a large cash prize donation to the school based on the number of votes it receives online. Each photo is posted on Exploration Nation’s Facebook page and the photo with the most ‘likes’ wins.

The Adventure Club is ecstatic, and they start encouraging each other (and all their classmates) to share the photo on their personal Facebook pages. Everyone seems to be thrilled except Jasmine, the club’s treasurer. She’s uncomfortable with the photo being shared online for potentially millions of people to see. She was happy to submit the camping photo to the local contest for Wilson’s Nature Center, but she feels uneasy about entering a viral competition. However, she is afraid to speak up and say something.

- What should Jasmine do? This prize money could really help both the Adventure Club and the school, but she didn’t consent to the mass-sharing of her photograph online.
- How can she ethically express her concerns and still support her school and club?

Competencies

- **Integrity:** Demonstrating consistent adherence to ethical principles and values and acting with honesty and fairness in all decisions and actions.
- **Accountability:** Taking responsibility for one's decisions and actions and being willing to accept the consequences of those choices.
- **Transparency:** Communicating openly and honestly, providing clear information and explanations for decisions, and ensuring stakeholders understand the rationale behind them.
- **Empathy:** Understanding and considering the perspectives, feelings, and needs of others when making decisions, and treating people with compassion and respect.
- **Objectivity:** Making decisions based on facts, evidence, and rational analysis rather than personal biases or self-interest, and avoiding favoritism or unfair treatment.
- **Courage:** Having the bravery to make difficult decisions that align with ethical principles, even in the face of opposition or potential negative consequences.
- **Vision:** Developing and articulating a clear ethical vision for the organization or team and aligning decisions and actions with that vision.
- **Collaboration:** Promoting an inclusive and participatory decision-making process, involving stakeholders and seeking diverse perspectives to ensure fair and informed choices.
- **Adaptability:** Being open to new information, feedback, and alternative viewpoints, and willing to adjust decisions when necessary to uphold ethical standards.
- **Continuous learning:** Actively seeking knowledge and understanding of ethical issues, staying informed about emerging trends and best practices, and constantly improving ethical decision-making skills.

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The research paper must *not* exceed three (3) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The report must follow the Report format in the *Style & Reference Manual*. *Style & Reference Manual*.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the Report, Works Cited, and signed Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on January 15, 2024.**
- Members will receive an automated response confirmation at the time of submission.
- Member ID will be required for all submissions.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and
 - tagline.

Method of evaluation

Objective Test (50 questions)

Technical Scoring Rubric

Presentation Scoring Rubric

Length of Presentation

No more than three (5) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Competition Round Information

Round One – All teams will submit a research paper on the proposed case study and all team members will complete the objective test. The technical rubric and average team score will be used to determine the top 20 teams to advance to Round Two.

Round Two – The top 20 teams will receive a case study twist and then will give a presentation on the proposed their research and solution to the twist, in addition to lessons learned, to a panel of judges.

Invitation to NLC – The top 10 teams (combined technical, objective average team score, and presentation score) will be invited to the National Leadership Conference.

Business Professionals of America Workplace Skills Assessment Program

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(V14) Ethical Leadership and Decision-Making Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format.					
<ul style="list-style-type: none"> ● Research Paper - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					30
Introduction/Summary Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
Comprehension of Topic Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
Organization and Expansion of Ideas Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
Creativity Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
Writing Skills/Mechanics Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
Overall Effectiveness of Analysis	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (150 points maximum)					

ANY REPORT SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (3)
EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING
DOCUMENTATION, and WORKS CITED, WILL BE
DISQUALIFIED

(V14) Ethical Leadership and Decision-Making Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
All registered team members participated in the presentation				10	
TOTAL PRESENTATION POINTS (100 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 250

PRESENTATION WILL BE STOPPED AT 10 MINUTES

FINANCE EVENTS

- (100) [Fundamental Accounting](#)
- (110) [Advanced Accounting](#)
- (125) [Payroll Accounting](#)
- (145) [Banking and Finance](#)
- (150) [Financial Analyst Team](#)
- (155) [Economic Research Individual](#)
- (160) [Economic Research Team](#)
- (165) [Personal Financial Management](#)
- (190) [Financial Math and Analysis Concepts — Open Event](#)

(100) Fundamental Accounting

Description

Assessment of entry-level accounting principles. Members analyze, journalize, post transactions, and prepare financial reports/statements.

Eligibility

Limited to Secondary division student members who have not completed their first year of accounting. Member may not enter Fundamental Accounting and Advanced Accounting in the same year. This event may *not* be repeated.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Complete and explain the purpose of the various steps in the accounting cycle
- Demonstrate an understanding of the fundamental accounting equation
- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Define accounting terms and concepts, and explain the purpose of the accounting system
- Analyze transactions affecting assets, liabilities, owner's equity, revenues, and expenses
- Analyze a chart of accounts using proper numerical sequencing
- Record transactions in general journals
- Describe forms used to open and use a checking account
- Reconcile a bank statement
- Journalize and post entries relating to bank service charges
- Open and replenish a petty cash fund and journalize transactions
- Analyze accruals and deferrals
- Prepare a trial balance
- Prepare and analyze financial statements and reports
- Update accounts through adjusting and closing entries
- Differentiate between forms of business ownership
- Differentiate between a service and a merchandising business
- Analyze transactions relating to the purchase and sale of merchandise
- Analyze uncollectible accounts
- Depreciate plant assets
- Record transactions in special journals
- Post from journals to general and subsidiary ledgers
- Prepare schedules for subsidiary ledgers
- Prepare a post-closing trial balance
- Find and correct errors
- Demonstrate periodic inventory and cost of goods sold calculations

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Entries

Each state is allowed five (5) entries

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

(110) Advanced Accounting

Description

Assessment of intermediate and advanced accounting principles. Members analyze, journalize, and update accounts in order to prepare financial reports/statements for partnerships and corporations.

Eligibility

Any Secondary division student member may enter this event. Member may *not* enter Fundamental Accounting and Advanced Accounting in the same year.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Complete and explain the purpose of the accounting cycle
- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Apply accounting concepts for service and merchandising organizations
- Apply accounting concepts for sole proprietorships, partnerships, and corporations
- Classify assets and liabilities
- Analyze and record business transactions
- Determine and record uncollectible accounts receivable, using income statement and balance sheet methods
- Determine interest and maturity value of promissory notes and bonds
- Determine inventory valuations using FIFO, LIFO, and weighted-average methods
- Record adjusting and closing entries
- Analyze and record equity transactions for various forms of business ownership
- Prepare, interpret, and analyze financial statements for service and merchandising businesses

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

This event is sponsored by:



Business Professionals of America Workplace Skills Assessment Program

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(125) Payroll Accounting

Description

Process payroll data using manual payroll procedures. Members calculate earnings, complete payroll registers, update employee records, journalize payroll entries, and prepare payroll income tax forms.

NOTE: Circular E, Employer's Tax Guide (Publication 15), is recommended as a resource.

<http://www.irs.gov/publications/p15/index.html>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply generally accepted accounting principles (GAAP)
- Apply appropriate accounting principles to payroll and income taxation
- Complete new employee personnel forms
- Apply various methods used to determine gross earnings
- Explain the purpose of withholdings and other deductions
- Create and maintain employee earnings records
- Calculate hourly, piece rate, salaried, commission, and salary/commission earnings
- Calculate employer's payroll taxes as well as other employee benefits paid by the employer
- Prepare federal payroll reports
- Identify laws and regulations relating to payroll procedures
- Record in a journal and post transactions associated with payroll activities
- Create and maintain employee earnings records
- Generate payroll checks, prepare payroll tax deposits, and complete a payroll register
- Analyze IRS tax forms

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(145) Banking and Finance

Description

Demonstrate and apply fundamental knowledge of the banking industry. This entry-level event tests the member's knowledge of bank operations, bank services, loans, credit administration, and customer service.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Evaluate services provided by financial deposit institutions to transfer funds
- Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit
- Analyze the functions of commercial paper, secured transactions, and bankruptcy
- Identify the primary functions of banks and other financial institutions
- Distinguish between banks and other financial institutions and the services provided by each
- Identify basic rules and procedures for handling cash
- Describe the FDIC's role in the banking industry
- Describe procedures for electronic banking
- Define practices related to the use of checks and other negotiable instruments
- Perform the steps needed to open, maintain, and reconcile a checking account
- Describe types of loans and practices related to obtaining a loan
- Define and calculate interest
- Describe the advantages and disadvantages of different savings and investing plans
- Identify government regulations in banking
- Identify procedures for prevention of bank fraud and/or identity theft
- Define the roles and purposes of the Federal Reserve

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Each state is allowed five (5) entries

(150) Financial Analyst Team

Description

The team will use analytical and problem-solving skills to make recommendations regarding a business case study. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. At least one (1) member should have an accounting background. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Team must supply

- Pencils or pens
- Computer (optional)
- Presentation device (optional)
- Projection equipment (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the team. Props and visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Prepare, interpret, and analyze financial statements for service, merchandising, and manufacturing businesses
- Use planning and control principles to evaluate the performance of an organization and apply differential analysis and present-value concepts to make decisions.
- Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit
- Communicate in a clear, courteous, concise, and professional manner
- Analyze comparative financial statements using ratio analysis
- Prepare and analyze budgets
- Perform short- and long-term forecasting
- Identify risks that affect business decisions
- Analyze and interpret financial data using common statistical procedures
- Enter and edit data using spreadsheet software
- Present findings in a formal presentation using supporting materials

Specifications

- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- No materials other than the required submission may be left with judges.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.

- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Cell phones may *not* be used in the preparation room.

Initial Case Study Topic:

Prior to the pandemic, Amber was a yoga teacher at a local yoga studio in Cleveland, Ohio. During the pandemic, Amber began to post yoga videos to her personal social media accounts, since the yoga studio she taught at was closed. The yoga studio has since closed permanently, so Amber is now considering opening her own yoga studio and has identified two possible scenarios.

Scenario 1: Amber found a building she could buy for \$550,000 in an older residential neighborhood. The studio has five rooms that could be used as activity rooms, plus a small office and front desk area.

Scenario 2: Amber also found a space to lease for \$1,200 a month in the entertainment district. The studio has two small activity rooms and a small front desk area.

Under both scenarios, Amber would need to hire a front desk receptionist, and estimates she can charge \$25 per yoga or Pilates class.

Amber is unsure what she should do and would like your expert advice. Please prepare a financial analysis of both scenarios, including all additional expenses that Amber has not yet considered and potential revenue streams. Amber has hired you as a consultant to help her through this process. You will make a presentation of your findings, including break-even analysis and pro forma financial statements, along with your recommendation as to how she should proceed.

A team will be *disqualified* for violations of the [Copyright and Fair Use Guidelines](#). Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than five (5) minutes proctor orientation for state and national levels
 No more than thirty (30) minutes preparation time for state and national levels
 No more than three (3) minutes setup in presentation room
 No more than ten (10) minutes presentation time
 No more than ten (10) minutes judges' questions
 Finals may be required at state and national levels

Equipment/supplies provided

Case problem

Entries

Each state is allowed three (3) entries

Preparation room

If desired, team may bring one (1) laptop/notebook computer, portable printer, projection equipment, software, and paper (must bring all or none) for use in the preparation room. Electrical power will be provided. Carry-in and setup of equipment must be done solely by the team and must take place within the time allowed for orientation/warm-up.

Contest presentation

Team may use one (1) laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment. Carry-in and setup of equipment must be done solely by the team and take place within the time allotted.

Judges' comments will be returned digitally through the online judging system at the national level.

(150) Financial Analyst Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of financial concepts	1-5	6-10	11-15	16-20	
Analysis of data	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site*	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
All registered team members participated in the presentation				10	
TOTAL PRESENTATION POINTS (160 points maximum)					

*Note: this item will only be evaluated at the state and national level competition; modification scenario is *not* provided at the regional level.

TOTAL MAXIMUM POINTS = 160

PRESENTATION WILL BE STOPPED AT TEN MINUTES

(155) Economic Research Individual

Description

One economic research topic is selected by the National Center and provided at the beginning of the school year. The member will conduct research on the topic and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges.

Eligibility

Any Secondary division student member may enter this event. Each member may submit only one (1) research paper. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Topic

Is Ticketmaster a Monopoly? Is this a case for government regulation, why or why not?

In your response, consider the following:

- Anti-trust regulations
- Consumer implications
- Effect on the ticket sale industry
- Market competition and pricing
- Secondary markets
- Technological innovations

Members who do *not* submit an entry that follows this topic will be *disqualified*.

Member must supply

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

External speakers (optional)

Projection system (optional)

Digital presentation tools (device and software) (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the team.

Props and visual aids are NOT allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge and understanding of basic economic concepts by exploring and analyzing global and domestic economic issues
- Evaluate research and communicate findings both orally and in writing
- Explore basic economic concepts that affect the workplace
- Identify economic systems
- Explain how economic growth can be promoted and measured
- Conduct research using various resources and methods
- Analyze economic issues

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the research paper and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered members, those missing Member ID, and/or projects received after the deadline *cannot* be accepted.
- The research paper must follow the Report format located in the [Style & Reference Manual](#). (Note: no title page is required.) Header information on the first page of the report should be as follows: Member ID Number (Sender's ID Number - XXXXXXXX), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are *not* included in the seven (7) pages; however, any graphs, tables, or charts included will be included in the seven-page limit. Judges will *not* read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the member's own research, writing, and original thinking.
- Member may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.
- The research paper must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include word-processed Works Cited page(s) which follow(s) the [Style & Reference Manual](#) format.
- One (1) copy of the completed research paper and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Notes or note cards may be used.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup time

No more than seven (7) minutes presentation time

No more than five (5) minutes for judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(155) Economic Research Individual

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> ● Research Paper - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Introduction/Summary Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
Comprehension of Topic Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
Organization and Expansion of Ideas Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
Creativity Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
Writing Skills/Mechanics Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
Overall Effectiveness of Analysis	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (130 points maximum)					

(155) Economic Research Individual

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than seven (7) minutes				5	
Documentation submitted at time of check-in: Research Paper (1 copy) and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
Word-processed research paper and Works Cited page(s) followed the Style & Reference Manual				10	
TOTAL PRESENTATION POINTS 110 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 240

PRESENTATION WILL BE STOPPED AT SEVEN MINUTES

(160) Economic Research Team

Description

One economic research topic is selected by the National Center and provided at the beginning of the school year. The team will conduct research on the topic and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Each team may submit only one (1) research paper. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Investigate the changing nature of the traditional stock markets (New York Stock Exchange/ NASDAQ/American Stock Exchange) to discuss the evolving nature of investing in the digital age. What are the costs and benefits for consumers and producers? In your response, consider the following:

- Digital currencies
- Disruptions to market practices (example - 2021 GameStop stock frenzy)
- Long-run implications to traditional stock markets
- Market access
- Market volatility/risk-return
- Regulatory implications
- US economy's impact on stock prices

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Team must supply

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

External speakers (optional)

Projection system (optional)

Digital presentation tools (device and software) (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the team.

Props and visual aids are NOT allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge and understanding of basic economic concepts by exploring and analyzing global and domestic economic issues
- Evaluate, research, and communicate findings, both orally and in writing
- Explore basic economic concepts that affect the workplace
- Identify economic systems
- Explain how economic growth can be promoted and measured
- Conduct research using various resources and methods
- Analyze economic issues

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the research paper and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Only one (1) team member should complete the submission.
- Materials from non-registered members, those missing chapter number, and/or projects received after the deadline *cannot* be accepted.
- No changes can be made to the paper after the date of submission.
- The research paper must follow the Report format located in the [Style & Reference Manual](#). (Note: no title page is required.) Header information on the first page of the report should be as follows: Member ID Number (Only one Sender's ID - XXXXXXXX), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are *not* included in the seven (7) pages; however, any graphs, tables, or charts included will be included in the seven-page limit. Judges will *not* read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the team's own research, writing, and original thinking.
- Team may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation must provide their own equipment.
- The research paper must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include a word-processed Works Cited page(s) which follow(s) the [Style & Reference Manual](#) format.
- One (1) copy of the completed research paper and Works Cited must be submitted at the time of presentation at NLC at both the Preliminary and Final Competition.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains

guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup time

No more than seven (7) minutes presentation time

No more than five (5) minutes of judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(160) Economic Research Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Research Paper - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Introduction/Summary Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
Comprehension of Topic Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
Organization and Expansion of Ideas Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
Creativity Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
Writing Skills/Mechanics Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
Overall Effectiveness of Analysis	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (130 points maximum)					

(160) Economic Research Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than seven (7) minutes				5	
Documentation submitted at time of check-in: Research Paper (1 copy) and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
Word-processed research paper and Works Cited page(s) followed the <i>Style & Reference Manual</i>				10	
All registered team members participated in the presentation				10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 250

PRESENTATION WILL BE STOPPED AT SEVEN MINUTES

(165) Personal Financial Management

Description

Members will answer objective questions dealing with concepts and perform calculations related to the financial topics of credit, savings, budgeting, investing, personal income tax, retirement planning, risk management, and insurance. Members will analyze financial scenarios to predict outcomes, advise use of financial instruments, and determine the proper financial planning.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic *devices will* be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Identify government agencies charged with regulating financial institutions and investments and explain their role in doing so
- Identify the terms, cost, and regulation of credit
- Calculate interest on loans using both simple and compound methods
- Explain concepts related to personal income tax
- Identify agencies that produce credit scores and the factors used to determine the score
- Explain costs of bankruptcy
- Compare different types of retirement plans
- Analyze the need for retirement planning during different life phases
- Identify the four major types of insurances most people have during their lives
- List examples of events for which individuals will self-insure
- Determine factors that affect the cost of insurance and predict the effect of those factors
- Given different scenarios, calculate benefits received from an insurance policy
- Analyze advantages and disadvantages of different types of investments
- Calculate rates of return on different investments and speculate on the amount of risk each of the investments entails.
- Identify differences in preferred and common stock and calculate dividends for each
- Explain and predict movement of stock prices
- Identify and compare different types and categories of mutual funds
- Identify and compare types of both corporate and government bonds
- Given a set interest rate, explain how markets will determine the rates of return for short-term and long-term bonds
- Explain diversification as it relates to investing
- Identify ways that identity thieves can obtain someone's personal information and list actions an individual can take to protect personal information

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Each state is allowed five (5) entries

This event is sponsored by:

STUKENT

(190) Financial Math and Analysis Concepts - Open Event

Description

This competition assesses knowledge of math concepts. Members solve practical math problems related to work and consumer issues.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of business and financial math concepts, and solve related problems
- Apply mathematical reasoning skills to consumer and business problems
- Read and interpret graphs and charts to solve problems
- Perform financial computations related to payroll, interest, and invoicing
- Analyze and solve practical consumer word problems related to spending concepts, banking, taxes, investments, financial planning, notes, and discounting
- Solve mark-up/mark-down problems, find selling price, and calculate gross profit
- Solve the time value of money problems
- Perform computations related to depreciation and inventories

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

BUSINESS ADMINISTRATION EVENTS

- (200) [Fundamental Word Processing](#)
- (205) [Intermediate Word Processing](#)
- (210) [Advanced Word Processing](#)
- (215) [Integrated Office Applications](#)
- (220) [Basic Office Systems and Procedures](#)
- (225) [Advanced Office Systems and Procedures](#)
- (230) [Fundamental Spreadsheet Applications](#)
- (235) [Advanced Spreadsheet Applications](#)
- (240) [Database Applications](#)
- (245) [Legal Office Procedures](#)
- (255) [Administrative Support Team](#)
- (260) [Administrative Support Research Project](#)
- (265) [Business Law and Ethics](#)
- (290) [Administrative Support Concepts — Open](#)

(200) Fundamental Word Processing

Description

Evaluate entry-level skills in word processing and document production. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be Word Processing and upon passing the exam, members will be awarded 50 points to their final score. For more information on the exam, visit:

<https://resources.youscience.com/exam-catalog>

Eligibility

Secondary division student members who have completed one year (or less) of word processing and are *not* enrolled in the second year.

Post-secondary division student members who have completed one semester (or less) of word processing and are *not* enrolled in the second semester.

This event may *not* be repeated or entered by a student member who has previously competed in Secondary/Post-secondary Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing. Members may compete in only one of the following events each year: Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply beginning-level formatting skills to produce business documents
- Demonstrate basic knowledge of word processing software functions
- Format letters, memos, tables, columns, and reports
- Revise, edit, and spell-check documents
- Use paragraph formatting, tab settings, and text enhancements (e.g., bold, italics, underline)
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, reference manual, dictionary)

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

Method of evaluation

Application - ***Reference materials are allowed.***
Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation
No more than sixty (60) minutes testing time
No more than ten (10) minutes wrap-up
No more than ninety (90) minutes for certification test

Entries

Each state is allowed five (5) entries

(205) Intermediate Word Processing

Description

Evaluate intermediate skills in word processing and document production. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS Word 2019 Associate and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event. This event may *not* be repeated or entered by a student member who has previously competed in Advanced Word Processing. Members may compete in only one of the following events each year: Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply intermediate-level word processing skills to produce business documents
- Apply company guidelines according to the [Style & Reference Manual](#)
- Demonstrate basic knowledge of word processing software functions, including formatting and entering text in columns
- Create and format tables
- Insert graphics and special characters in documents
- Use paragraph formatting, tab settings and text enhancements
- Proofread using edited copy
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

Method of evaluation

Application - **Reference materials are allowed.**
Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation
No more than sixty (60) minutes testing time
No more than ten (10) minutes wrap-up
No more than fifty (50) minutes for certification test

Entries

Each state is allowed five (5) entries

(210) Advanced Word Processing

Description

Evaluate advanced-level skills in word processing and document production. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS Word 2019 Expert and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event. Student members may compete in only one of the following events each year: Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing. This event may be repeated.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply advanced-level word processing skills to produce business documents
- Demonstrate comprehensive knowledge of word processing software functions
- Apply company guidelines instead of default setting according to the [Style & Reference Manual](#)
- Format letters, memos, reports, agendas, itineraries, labels, minutes, news releases, outlines, speeches, table of contents, and works cited documents
- Proofread and correct documents using edited copy
- Create tables with mathematical computations
- Generate a mail merge using variable data
- Insert graphics and special characters in documents
- Format and enter text in columns
- Use of fields in documents
- Use of advanced headers and footers
- Enhance documents using features such as leader tabs, shading, lines, borders, and graphic tools
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)

Method of evaluation

Application - **Reference materials are allowed.**
Certification test taken per conference schedule at NLC

No more than ten (10) minutes wrap-up
No more than fifty (50) minutes for certification test

Entries

Each state is allowed five (5) entries

Length of event

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

(215) Integrated Office Applications

Description

Evaluate advanced-level skills in information technologies and the integration of software applications. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS PowerPoint 2019 Associate and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of advanced word processing software functions
- Demonstrate proficiency in the integration of various software applications to produce business documents
- Apply advanced-level technical skills to manage information and produce business documents
- Use word processing software
- Use spreadsheet software
- Use database software
- Use presentation software
- Proofread and correct documents using edited copy

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

Method of evaluation

Application Test - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up
No more than fifty (50) minutes for certification test

Entries

Each state is allowed five (5) entries

(220) Basic Office Systems and Procedures

Description

Evaluate fundamental skills in office procedures, records and file management, and document production.

Eligibility

Any Secondary division student member may enter this event. Members may *not* compete in Basic Office Systems and Procedures and Advanced Office Systems and Procedures in the same year. A student member who has previously competed in Advanced Office Systems and Procedures may *not* enter this event. This event may *not* be repeated.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of office procedures, records and file management, and office technologies
- Apply technical skills to manage information and produce business documents
- Proofread using edited copy
- Prepare written telephone messages
- Monitor and respond to electronic mail
- Provide customer support and service
- Compose business correspondence
- Key various business documents
- Create and format tables
- Prepare and maintain inventory of equipment and supplies
- Schedule and maintain appointments for supervisors
- Coordinate travel arrangements
- Maintain filing systems including alphabetical, subject, numerical, and chronological using ARMA rules
- Process mail

Equipment/supplies provided

Computer, printer, and paper

Software as designated for this event

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(225) Advanced Office Systems and Procedures

Description

Evaluate advanced skills in office procedures, records and file management, and document production.

Eligibility

Any Secondary division student member may enter this event. Student members may *not* compete in Basic Office Systems and Procedures and Advanced Office Systems and Procedures in the same year. Members may *not* compete in Basic Office Systems and Procedures after competing in the Advanced Office Systems and Procedures event. This event may be repeated.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills to manage information and produce business documents
- Identify functions of the office manager in coordinating administrative support staff
- Demonstrate knowledge of administrative procedures, records and file management, and office technologies
- Demonstrate ability to organize and prioritize
- Compose business correspondence
- Create advanced-level office documents that can include mail merge, tables, database items, and professional-quality PowerPoint presentations.
- Proofread using edited copy
- Schedule administrative support staff and organize workload distribution
- Prepare travel expense reports and coordinate travel for supervisors
- Plan meetings and events

Equipment/supplies provided

Computer, printer, and paper

Software as designated for this event

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(230) Fundamental Spreadsheet Applications

Description

Create and design spreadsheet applications that include variables, reports, and formats. Members enter and format data, enter and copy formulas, and print full documents or cell contents. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS Excel 2019 Associate and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>.

Eligibility

Any Secondary division student member may enter this event. Members may *not* enter Fundamental Spreadsheet Applications and Advanced Spreadsheet Applications in the same year. This event may *not* be repeated.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Create and format worksheets and workbooks
- Analyze, format, enter, and edit data in cells, worksheets, and workbooks
- Utilize cell references including Mixed, Absolute, and Relative, as well as references to other sheets in the same workbook
- Analyze, create, and modify charts from data
- Create formulas and functions appropriate for the task at hand
- Use styles and data validation
- Use outline for groups and subtotals
- Display formulas
- Modify print options

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

Method of evaluation

Application - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up
No more than fifty (50) minutes for certification test

Entries

Each state is allowed five (5) entries

(235) Advanced Spreadsheet Applications

Description

Develop effective solutions to business problems using many of the advanced features within the Microsoft® Excel skill standards. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS Excel 2019 Expert and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test **MUST** register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit:

<http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event. A member may *not* compete in both Fundamental Spreadsheet Applications and Advanced Spreadsheet Applications in the same year. This event may be repeated.

Member must supply

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Import and export data
- Format, manage, and customize Excel workbooks
- Define and work with ranges
- Create and use macros
- Audit worksheets
- Summarize data
- Demonstrate an understanding of workgroup collaboration
- Utilize formula auditors
- Utilize advanced charting and formula creation
- Create advanced formulas and use advanced functions
- Create, modify, format, and configure tables
- Develop Pivot Tables to organize data

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event
Flash drive

Method of evaluation

Application - **Reference materials are allowed.**
Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up
No more than fifty (50) minutes for certification test

Entries

Each state is allowed five (5) entries

(240) Database Applications

Description

Demonstrate database development skills to include object creation, data analysis, formula creation, and reporting features used in a variety of database scenarios. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MOS Access 2019 Expert and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test **MUST** register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply relational database concepts (joining tables for report information)
- Demonstrate knowledge and understanding of database management
- Utilize database management software
- Create and format databases including defining fields
- Demonstrate text and data manipulation
- Design a form for data entry
- Demonstrate the ability to import and export data in various formats
- Use formulas in fields to develop information from other fields
- Build and produce formatted reports that include group totals, report totals, and generated columns (data derived from other fields in the report)
- Analyze data in reports

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event
Flash drive

Length of event

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up

Method of evaluation

Application - **Reference materials are allowed.**
Certification test taken per conference schedule at NLC

Entries

Each state is allowed five (5) entries

(245) Legal Office Procedures

Description

Evaluate knowledge of legal terminology and skills needed to prepare legal documents and function effectively in a law office.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of the basic terminology and office procedures needed to work effectively in a legal environment
- Apply technical skills to produce a variety of office/legal documents
- Provide customer support and service
- Monitor and respond to electronic mail
- Prepare and maintain inventory of equipment and supplies
- Maintain filing systems (alphabetical, subject, numerical, and chronological) using ARMA rules
- Demonstrate understanding of legal terminology and Latin words pertaining to legal terminology
- Use correct format in drafting client correspondence and legal documents, including affidavits, interrogatories, final judgement, and power of attorney
- Research and locate legal information and records
- Maintain client account records and prepare billing statements
- Demonstrate knowledge of federal, state, and local court structures and proceedings
- Identify ethical responsibilities of the legal profession
- Maintain electronic files

Equipment/supplies provided

Computer, printer, and paper
Software as designated for this event

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation
No more than sixty (60) minutes testing time
No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(255) Administrative Support Team

Dedicated to the memory of Deborah Paul

Description

The team will function as an office staff to manage information and produce a variety of business documents.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members.

Team must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills to manage information and produce business documents
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate in all jobs the style standard set forth by the [Style & Reference Manual](#)
- Use word processing software to key and compose business correspondence
- Use database management software
- Use spreadsheet software
- Use presentation software
- Use desktop publishing software to create promotional materials
- Merge word processing, database, spreadsheet, and/or presentation files
- Plan meetings and events
- Maintain filing systems including alphabetical, subject, numerical, and chronological using ARMA rules
- Schedule and maintain appointments for supervisors
- Coordinate travel arrangements
- Establish work priorities and timelines

Equipment/supplies provided

Computer (one per team member), printer, and paper

Software as designated for this event

Flash drive (one per team, which must be submitted with test materials at conclusion of testing)

Method of evaluation

Application - *Reference materials are allowed.*

Entries

Each state is allowed three (3) entries

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

(260) Administrative Support Research Project

Description

One administrative support topic is selected by the National Center and provided at the beginning of the school year. Members will conduct research on the topic and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges.

Eligibility

Any Secondary division student member may enter this event. Each member may submit only one (1) research paper. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Topic

Examine how technology has altered the skill set required for administrative support professionals. Identify new competencies that have become essential, such as proficiency in specific software applications, data analysis, digital communication etiquette, and adaptability to evolving technology.

Members who do *not* submit an entry that follows this topic will be *disqualified*.

Member must supply

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

External speakers (optional)

Projection system (optional)

Digital presentation tools (device and software) (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props are NOT allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge and understanding of basic administrative support concepts by exploring and analyzing related issues
- Conduct research using various resources and methods
- Communicate research in a clear and concise manner both orally and in writing
- Analyze and discuss changes in the workplace
- Explore issues affecting the role of administrative support in the workplace
- Discuss findings and respond to questions

- Prepare a research paper using the report format found in the [Style & Reference Manual](#)
- Evaluate and make decisions based on research findings

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the research paper and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *will not* be accepted.
- Materials from non-registered members, those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- No changes can be made to the paper after the date of submission.
- **The research paper must follow the Report format located in the [Style & Reference Manual](#). (Note: no title page is required.)** Header information on the first page of the report should be as follows: Member ID Number (Sender's ID Number - XXXXXXXX), Edna Renick (Recipient's Name), Administrative Support Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are *not* included in the seven pages; however, any graphs, tables, or charts included will be included in the seven-page limit. Judges will *not* read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the member's own research, writing, and original thinking.
- Member may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.
- The research paper must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include word-processed Works Cited page which follows the [Style and Reference Manual](#) format.
- One (1) copy of the completed research paper and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Notes or note cards may be used.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup time

No more than seven (7) minutes presentation time

No more than five (5) minutes of judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(260) Administrative Support Research Project

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Research Paper - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Document Formatting Word-processed research paper followed the Style & Reference Manual				20	
Word-processed Works Cited page followed the Style & Reference Manual				20	
Comprehension of topic Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
Organization and expansion of ideas Argument follows logical progression	1-5	6-10	11-15	16-20	
Introduction/Summary Logical argument, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
Creativity Diverse resources, creative angle on the issue, originality, inventiveness	1-5	6-10	11-15	16-20	
Writing Skills Correct grammar, spelling, and punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (150 points maximum)					

(260) Administrative Support Research Project

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening: Gain attention, states purpose, preview main ideas	1-2	3-5	6-8	9-10	
Content of presentation: material included is relevant and supports main ideas; content is logically presented	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, eye contact, etc.	1-5	6-10	11-15	16-20	
Quality of problem solution: accuracy of information, creativity of solution	1-5	6-10	11-15	16-20	
Summary: restatement of purpose and review of main points	1-2	3-5	6-8	9-10	
Answers to judges' questions: answers are accurate and complete	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than seven (7) minutes				5	
Documentation submitted at time of check-in: Research Paper (1 copy) and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 270

PRESENTATION WILL BE STOPPED AT SEVEN MINUTES

(265) Business Law and Ethics

Description

This contest will test the student's knowledge and skills in the areas of ethics, law, business law, and personal law.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of the basic terminology and office procedures needed to work effectively in a legal environment
- Demonstrate understanding of legal terminology and Latin words pertaining to legal terminology
- Demonstrate knowledge of federal, state, and local court structures and proceedings
- Identify ethical responsibilities of the legal profession
- Deal effectively with a diverse workforce
- Understand yourself and the implications of interactions with others
- Demonstrates sound judgment to meet or exceed workplace guidelines, standards, and expectations in a business setting

Method of evaluation

Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(290) Administrative Support Concepts - Open Event

Description

Evaluate knowledge of basic administrative support concepts.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of general office procedures
- Apply skills in proofreading and editing business documents for grammar and format
- Perform math calculations including budgeting, expenses, simple interest, payroll deductions, petty cash, etc.
- Apply knowledge of customer service skills
- Prepare telephone messages
- Demonstrate knowledge of correct business spelling
- Demonstrate knowledge of ARMA filing
- Analyze spreadsheet data
- Identify letter parts

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

MANAGEMENT INFORMATION SYSTEMS EVENTS

- (300) [Computer Network Technology](#)
- (305) [Device Configuration and Troubleshooting](#)
- (310) [Server Administration Using Microsoft®](#)
- (315) [Network Administration Using Cisco®](#)
- (320) [Computer Security](#)
- (325) [Network Design Team](#)
- (330) [C# Programming](#)
- (335) [C++ Programming](#)
- (340) [Java Programming](#)
- (345) [SQL Database Fundamentals](#)
- (350) [Linux Operating System Fundamentals](#)
- (355) [Python Programming - Pilot](#)
- (390) [Computer Programming Concepts - Open](#)
- (391) [Information Technology Concepts - Open](#)

(300) Computer Network Technology

Description

Demonstrate knowledge in fundamental networking concepts including network architecture, standards, topologies, protocols, and security. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be IT Specialist Networking and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of OSI and TCP/IP subnetting and routing
- Demonstrate knowledge of IPv4, IPv6
- Demonstrate knowledge of network adapters, network cabling, switches and routers, proxies, and firewalls
- Demonstrate knowledge of network connectivity, troubleshooting, protocols, and administrative utilities
- Demonstrate knowledge of DNS
- Demonstrate knowledge of Cloud and Virtualization
- Demonstrate knowledge of WINS, DHCP
- Demonstrate knowledge of remote access protocols
- Demonstrate knowledge of network operating systems and clients
- Demonstrate knowledge of directory services
- Demonstrate knowledge of home wireless technologies

Method of evaluation

Objective Test - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Application: Top 10 members at national level only. Reference materials are allowed for the application portion. At the national level, scores from the preliminary round and objective test do *not* advance with member to finals. Final contest score is based solely on hands-on component.

Length of event

Preliminaries - No more than sixty (60) minutes for objective test, no more than one hundred twenty (120) minutes for certification test.

Finals - No more than sixty (60) minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

(305) Device Configuration and Troubleshooting

Description

Demonstrate knowledge of device configuration, maintenance, and management as an IT technician. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be IT Specialist Device Configuration and Management and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials, this includes hands-on tasks

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Identify PC components
- Add and remove components
- Demonstrate knowledge of system resources
- Utilize peripheral ports
- Demonstrate knowledge of IDE, SATA, and SCSI devices
- Utilize peripheral devices
- Troubleshoot problems and perform preventative maintenance
- Demonstrate knowledge of Windows® and Linux installations, functions, and upgrades
- Demonstrate booting procedures
- Configuring device drivers
- Replace system components
- Describe cloud services
- Describe firewall settings
- Manage user accounts

Equipment/supplies provided

Toolkit for hands-on component at national level

Method of evaluation

Objective Test - *Reference materials are allowed.* Certification test taken per conference schedule at NLC

Application: Top 10 members at national level only. Reference materials are allowed for the application portion. At the national level, scores from the preliminary round and objective test do *not* advance with member to finals. Final contest score is based solely on hands-on component.

Length of event

Preliminaries - No more than sixty (60) minutes for objective test, no more than one hundred twenty (120) minutes for certification test

Finals - No more than sixty (60) minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

(310) Server Administration Using Microsoft®

Description

Demonstrate knowledge of fundamental network management and maintenance tasks in a Windows® network.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Troubleshooting Windows® 10/11, Windows® Server 2019/2022 operating systems installation
- Monitor, manage, and troubleshoot access to files and folders
- Manage and troubleshoot access to shared folders
- Manage printers and print jobs
- Configure and manage file systems
- Monitor and optimize system performance and reliability
- Recover system state data and user data
- Configure and troubleshoot the desktop environment
- Encrypt data on a hard disk by using Encrypting File Systems (EFS)
- Monitor, configure, troubleshoot, and control access to websites
- Configure and troubleshoot hardware devices and drivers
- Configure and troubleshoot Windows® Network connections
- Configure, monitor, and troubleshoot remote access
- Configure inbound connections
- Implement, configure, manage, and troubleshoot auditing, local security policy, and policies in a Windows® environment

Method of evaluation

Objective Test - *Reference materials are allowed.*

Length of event

Preliminaries - No more than sixty (60) minutes for objective test

Finals - No more than sixty (60) minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

(315) Network Administration Using Cisco®

Description

Demonstrate knowledge of fundamental network management tasks in a Cisco® environment.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials, this includes hands-on tasks

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Comptencies

- Demonstrate knowledge of OSI and TCP/IP models, static and dynamic routing
- Demonstrate knowledge of network topologies and components
- Demonstrate knowledge of switch and router configuration
- Demonstrate knowledge of network management
- Demonstrate knowledge of NAT, ACLs for IPv4
- Demonstrate knowledge of LAN/WAN design, routing, switching, and security protocols
- Demonstrate knowledge of IPv6
- Demonstrate knowledge of VLANs
- Demonstrate knowledge of FHRP

Method of evaluation

Objective Test - *Reference materials are allowed.*

Application: Top 10 members at national level only (Packet Tracer Simulation software provided by Cisco® may be utilized). Reference materials are allowed for the application portion. At the national level, scores from the preliminary round and objective test do *not* advance with member to finals. Final contest score is based solely on hands-on component.

Length of event

Preliminaries - No more than sixty (60) minutes for objective test

Finals - No more than sixty (60) minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

(320) Computer Security

Description

Demonstrate knowledge of fundamental security management tasks in Windows® and Linux® networking environments. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be IT Specialist - Network Security and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit:

<http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials, this includes hands-on tasks

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of security threats
- Explain infrastructure security
- Demonstrate knowledge of cryptography, encryption, access control, and authentication
- Demonstrate security tactics to prevent against external attack
- Demonstrate knowledge of operational and organization security
- Demonstrate hardening internal Windows and Linux systems and services
- Demonstrate knowledge of TCP/IP
- Demonstrate hardening Internet work devices and services
- Demonstrate knowledge of network defense fundamentals
- Create security policies
- Perform a risk analysis
- Demonstrate knowledge of biometrics
- Demonstrate knowledge of wireless security
- Demonstrate knowledge of Internet security issues
- Manage certificates
- Monitor security infrastructure

Method of evaluation

Objective Test - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Application: Top 10 members at national level only. Reference materials are allowed for the application portion. At the national level, scores from the preliminary round and objective test do *not* advance with member to finals. Final contest score is based solely on hands-on component.

Length of event

Preliminaries - No more than sixty (60) minutes for objective test, no more than one hundred twenty (120) minutes for certification test.

Finals - No more than sixty (60) minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

(325) Network Design Team

Description

Analyze existing and planned business environments and develop a strategy for the implementation of a network infrastructure that addresses the business needs of the scenario provided. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

Any Secondary division student member may enter this event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic:

With the recent rise the investments by the US in broadband infrastructure to provide for Internet deployment in all areas of the United States, it has become apparent there is need for more Wireless Internet Service Providers (WISP) to supply the demand of economic growth of internet communication and the advancement of technologies. Increasing the availability of Wireless Internet Service Providers is necessary to meet the requirements of local towns and cities, municipalities, and rural consumers.

As a part of bridging the digital divide and ensuring citizens have access to affordable, reliable, and secure high-speed broadband, it has become apparent that there is a need to build an ISP, primarily a WISP, given the need for flexibility in the network. Approximately 98% of North Dakota can receive 10 Mbps of the Internet through a wired or wireless connection. However, with the demand and need for more bandwidth and availability, the time to enter the market to provide a better solution to the Internet is now.

As a new WISP, it has been decided to provide established services to the rural area of North Dakota just outside of Bismarck. As a startup, it has been agreed to start small and provide a service area of 1,500 square miles surrounding the I-94 corridor between Menoken, ND and Elridge, ND. It is in the works to double or even triple the service area in the future. To niche your company high above the competitors, you will provide high-speed services at and above the 10 Mbps customers can receive currently, at a competitive rate.

The WISP network you design should include high-speed, high-performance, and secure Internet connection to the customers in the area. Your bandwidth should handle Internet streaming, gaming, and the everyday demands consumers need in our ever-changing digital world, as well as the change into providing more value-added service to boost current subscriptions and entice new customers to join.

In addition to constructing the WISP infrastructure, you have built a 2,000-square-foot office building and a 2,000-square-foot metal workshop. Along with developing your ISP wireless network, you must set up a small-office network for your company. Starting with two sales representatives, two marketing representatives, four support agents, two billing/bookkeeping agents, a CEO in the office, and twelve installation team members. Each installation team will be in one truck in pairs of 2. This office and workshop will need a small network with workstations and office equipment to conduct business and support your WISP company customers, and there is a plan to expand the primary office network to remote workers and additional offices as the company grows.

Like any good ISP, you must provide tiered bandwidth services for your customers. The CEO has decided to provide four tiers of service. 1st tier is bandwidth well providing basic internet/email surfing for the residential client, 2nd tier bandwidth provides for Internet streaming for two devices, along with what the

1st tier provides. 3rd tier is for larger families and supports 4K Internet streaming, and includes the tier 1 and 2 features. The 4th tier is the maximum bandwidth your network infrastructure can provide customers without crippling your service provider network while accounting for the customer's needs. In addition to providing internet service, you will supply each customer with an email address and other value-added services as the company progresses.

Needs for your WISP:

- Need to provide a physical solution for a fixed wireless ISP in the planned corridor.
- Provide bandwidth solutions for more than 10 Mbps.
- Need for flexibility allowing expansion to double, even triple the service area in the future.
- Solution for the new office to support the wireless company employees and customers.
- Plan for additional value added services to the network to benefit consumers.
- A solution to support the 4-tier bandwidth delivery packages required by the CEO.

Team must supply

Laptop/notebook computer (**each** team member may have **one** laptop), portable printer, software, and paper for this event

Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

Published and/or unpublished non-electronic written reference materials

Projector/Props (Optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

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Competencies

- Apply technical skills in the network design
- Evaluate and delegate responsibilities needed to perform required tasks
- Utilize problem solving techniques
- Demonstrate teamwork skills needed to function in a business setting
- Analyze existing and planned network and systems management
- Demonstrate knowledge of network cable topologies
- Diagram the completed network
- Analyze end-user work needs
- Plan for placement and management of resources
- Plan for decentralized resources or centralized resources
- Incorporate redundancy into the network
- Design a remote access solution
- Analyze network infrastructure, protocols, and hosts
- Estimate upgrade cost based on existing environment
- Incorporate future expansion into the network
- Demonstrate an ability to meet software requirements
- Demonstrate a knowledge of VPNs
- Identify the company's tolerance for risk
- Analyze technical support structure
- Design a routing strategy
- Develop multiple recommendations to scenarios
- Produce business reports

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the written proposal and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- The written proposal must follow the Report Format located in the [Style & Reference Manual](#).
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *will not* be accepted.
- Only one (1) team member should complete the submission.
- Members must be registered for national level competition prior to submission of materials. The Member ID must be included as indicated.
- Use each member's full membership ID number in the header.
- Materials from non-registered members and those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- *No* changes can be made to the project after the date of submission.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available

at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

- One (1) copy of the completed written proposal and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Notes or note cards may be used.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than thirty (30) minutes preparation time at State and National Level Only

No more than three (3) minutes setup in presentation room

No more than ten (10) minutes presentation time

No more than ten (10) minutes judges' questions

Finals may be required at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(325) Network Design Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)
If no, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Written proposal in Report Format - PDF format • Works Cited - PDF format. All points or none are awarded by the technical judge. 				10	
TECHNICAL POINTS					
Written Proposal					
Customer profile	1-5	6-10	11-15	16-20	
Objectives	1-5	6-10	11-15	16-20	
Abstract of implementation	1-5	6-10	11-15	16-20	
Explanation of products and/or services provided	1-5	6-10	11-15	16-20	
Clarity of message <ul style="list-style-type: none"> • Message is attention-grabbing, compelling, and concise • Message was developed according to topic 	1-5	6-10	11-15	16-20	
Short- and long-range goals defined	1-5	6-10	11-15	16-20	
Financial analysis	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage <ul style="list-style-type: none"> • Content without errors/No copyright violations 	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Total Written Proposal Points (180 points maximum)					
Creativity					
Solution is innovative <ul style="list-style-type: none"> • Fresh ideas, unique 	1-5	6-10	11-15	16-20	
Total Creativity Points (20 points maximum)					
Specific Technical Recommendations					
Plan provides scalable network designs for the different needs in the Tech Stadium's Network Plan	1-14	15-29	30-45	46-60	
Plan includes equipment requirement listing	1-5	6-10	11-15	16-20	
Solution for digital menu signage and centralized data center	1-5	6-10	11-15	16-20	
Plan for a closed-circuit internal TV broadcast	1-5	6-10	11-15	16-20	
Network and computer solution for business and ticketing offices	1-5	6-10	11-15	16-20	
Total Specific Technical Recommendation Points (140 points maximum)					
TOTAL TECHNICAL POINTS (350 points maximum)					

(325) Network Design Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to outline short- and long-term objectives and defend the solution as the most appropriate for the given scenario	1-5	6-10	11-15	16-20	
Ability to use technical terms, along with appropriate explanations that achieve effective communications with the client	1-5	6-10	11-15	16-20	
Voice quality and diction	1-5	6-10	11-15	16-20	
Self-confidence, assertiveness, and eye contact	1-5	6-10	11-15	16-20	
Presentation quality/style; flow	1-5	6-10	11-15	16-20	
All team members participated in presentation	1-5	6-10	11-15	16-20	
Response to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
Documentation submitted at time of check-in: Written Proposal in Report Format (1 copy) and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
Total Presentation Points (170 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 520

PRESENTATION WILL BE STOPPED AT TEN MINUTES

(330) C# Programming

Description

Evaluate knowledge of working with C# syntax, programming logic, program development, system design concepts, databases, designers, and objects. This contest will be graded on the Windows operating system; therefore, Unix/Linux should *not* be used. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be IT Specialist - Software Development and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test **MUST** register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed)

Visual Studio 2015 or higher

Carry-in and setup of equipment must be done solely by the member

Member must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE, paper, etc.)

Published and/or unpublished non-electronic written reference materials

Only pre-written code that is hard copied is allowed.

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Competencies

- Demonstrate knowledge of object-oriented concepts and techniques
- Demonstrate understanding of general computer concepts and computer language
- Use structured design techniques, algorithms, and object-oriented concepts
- Understand and implement UML diagrams
- Create a program/GUI using variables, looping, controls, logical operations, calculations, classes, totals, file access, data structures, sorting, selection statements, and I/O operations

Method of evaluation

Application - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation, ninety (90) minutes testing time, ten (10) minutes wrap-up

No more than one hundred twenty (120) minutes for certification test.

Entries

Each state is allowed five (5) entries

(335) C++ Programming

Description

Evaluate knowledge of working with structured designs, algorithms, and OOP methodology using the C++ language. This contest can only be completed using the C++ programming language, if you want to use C#, you must take the C# contest. This contest will be graded on the Windows operating system; therefore, Unix/Linux should *not* be used.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed)

Carry-in and setup of equipment must be done solely by the member

Member must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE, paper, etc.)

Published and/or unpublished non-electronic written reference materials

Only pre-written code that is hard copied is allowed.

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Competencies

- Demonstrate understanding of general programming concepts and C++ computer language
- Use programming skills for proper development of a C++ computer program
- Demonstrate knowledge of C++ computer language
- Implement program logic (algorithms, structured design)
- Use structural design techniques and object-oriented concepts
- Understand and implement UML diagrams
- Create a C++ program using calculations, totals, selection statements, logical operators, classes, sequential file access, I/O operations, loops, methods, arrays, and data structures (linked lists, structures, etc.)

Method of evaluation

Application

Length of event

No more than ten (10) minutes orientation, ninety (90) minutes testing time, ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

**Certiport's Parental Consent Form
Required**

(340) Java Programming

Description

Evaluate knowledge of working with structured designs, algorithms, and OOP methodology using the Java Programming language. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be IT Specialist - Java and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

This contest will be graded on the Windows operating system; therefore Unix/Linux should *not* be used.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed)

Carry-in and setup of equipment must be done solely by the member

Member must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE, paper, etc.)

Published and/or unpublished non-electronic written reference materials

Only pre-written code that is hard copied is allowed.

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Competencies

- Demonstrate knowledge of Java computer language, concepts, and syntax
- Use structured design techniques and object-oriented concepts
- Apply programming concepts such as classes, operators, loops, control breaks, sequential file access, data structures, error handling, and I/O operations
- Understand and implement UML diagrams
- Demonstrate knowledge of error handling techniques

This event is sponsored by:

Method of evaluation

Application - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC



Length of event

No more than ten (10) minutes orientation, ninety (90) minutes testing time, ten (10) minutes wrap-up

No more than one hundred twenty (120) minutes for certification test.

Entries

Each state is allowed five (5) entries

(345) SQL Database Fundamentals

Description

Demonstrate knowledge of fundamental database development and SQL scripting. Competencies addressed in this event will mandate the member use a high-end database product such as MS SQL Server[®], the focus of this event, to acquire the necessary skills; however, topics addressed are transferable to any database product such as Oracle[®] or MySQL[™].

This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be IT Specialist - Databases and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Identify various types of databases
- Create and employ tables, rows, columns
- Understand roll of keys, constraints
- Understand and create indexes
- Define relational types and integrity
- Identify normal forms and normalize to 3NF
- Understand data types and when to use them
- Understand SQL Server[®] schemas
- Understand/use DDL commands such as CREATE, DROP, ALTER database
- Understand/use DML commands such as INSERT, SELECT, UPDATE, DELETE
- Select data from multiple tables using the WHERE clause
- Understand JOIN, UNION, INTERSECT
- Use aggregate and scalar functions
- Create and use views
- Use and understand transactions
- Understand how to back up databases
- Understand Stored Procedures

Method of evaluation

Objective Test - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Length of event

No more than sixty (60) minutes for objective test, no more than one hundred twenty (120) minutes for certification test.

Entries

Each state is allowed five (5) entries

(350) Linux Operating System Fundamentals

Description

Demonstrate your ability in hardware and system configuration, system operation and maintenance, security, scripting, and troubleshooting and diagnostics within the Linux Operating System. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be the TestOut Linux Pro exam and upon passing the exam, members will be awarded 100 points (pass or fail) to their final score. For more information on the exam, visit: <http://www.testout.com/certification/pro-exams/linux-pro>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials, this includes hands-on tasks

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Competencies

- Using Linux command line utilities
- Configure and use Linux shell environments
- Manage Linux system startup/shutdown, system processes
- Use Linux package management
- Manage and storage devices in Linux formats
- Manage the Linux file system, configure networking and printing
- Manage users and groups in Linux
- Configure, monitor, and manage system access in Linux

Method of evaluation

Objective Test - ***Reference materials are allowed.***

Certification test taken per conference schedule at NLC

Application: Top 10 members at national level only. Reference materials are allowed for the application portion. At the national level, scores from the preliminary round and objective test do *not* advance with member to finals. Final contest score is based solely on hands-on component.

Length of event

Preliminaries - No more than sixty (60) minutes for objective test, no more than one hundred twenty (120) minutes for certification test.

Finals - No more than sixty (60) minutes for hands-on tasks

This event is sponsored by:

Entries

Each state is allowed five (5) entries



Business Professionals of America Workplace Skills Assessment Program

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(355) Python Programming

Description

Evaluate knowledge of working with structured (procedural), object-oriented, and functional programming using the Python programming language.

This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be IT Specialist - Python and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed)

Carry-in and setup of equipment must be done solely by the member

Member must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE, paper, etc.)

Published and/or unpublished non-electronic written reference materials

Only pre-written code that is hard copied is allowed.

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Competencies

- Demonstrate understanding of general programming concepts and Python computer language
- Use programming skills for proper development of a Python computer program
- Demonstrate knowledge of Python computer language
- Implement program logic (algorithms, structured design)
- Use structural design techniques and object-oriented concepts
- Create a Python program using calculations, totals, selection, logical operators, classes, sequential file access, I/O operations, loops, methods, arrays, and data structures (linked lists, structures, etc.)

Method of evaluation

Application - *Reference materials are allowed.*

Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation, ninety (90) minutes testing time, ten (10) minutes wrap-up

No more than one hundred twenty (120) minutes for certification test.

Entries

Each state is allowed five (5) entries

Business Professionals of America Workplace Skills Assessment Program

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(390) Computer Programming Concepts - Open Event

Description

Demonstrate general knowledge of the computer programming industry.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate understanding of general programming concepts
- Demonstrate knowledge of computer languages
- Demonstrate knowledge of program logic (algorithms, structured design)
- Demonstrate knowledge of structural design techniques and object-oriented concepts
- Demonstrate knowledge of selection statements, logical operators, classes, sequential file access, I/O operations, data structures, and loops
- Demonstrate knowledge of the software development process
- Demonstrate knowledge of software design tools (UML, flowcharts, pseudo code)
- Demonstrate knowledge of structured query language
- Demonstrate knowledge of strings and arrays

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

(391) Information Technology Concepts - Open Event

Description

Demonstrate general knowledge of the information technology industry.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of information technology concepts
- Demonstrate knowledge of programming language evolution
- Apply skills in programming language evolution
- Identify hardware and software basics
- Demonstrate understanding of graphics concepts
- Identify components and concepts related to printers
- Demonstrate understanding of operating systems
- Demonstrate understanding of security, law, and ethics
- Describe ergonomics and environmental concerns
- Demonstrate basic understanding of network concepts

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

DIGITAL COMMUNICATION and DESIGN EVENTS

- (400) [Fundamental Desktop Publishing](#)
- (405) [Advanced Desktop Publishing](#)
- (410) [Graphic Design Promotion](#)
- (415) [Fundamentals of Web Design](#)
- (420) [Digital Media Production](#)
- (425) [Computer Modeling](#)
- (430) [Video Production Team](#)
- (435) [Website Design Team](#)
- (440) [Computer Animation Team](#)
- (445) [Broadcast New Production Team](#)
- (450) [Podcast Production Team](#)
- (455) [User Experience Design Team](#)
- (460) [Virtual Design Team - Pilot](#)
- (490) [Digital Communication and Design— Open Event](#)

(400) Fundamental Desktop Publishing**Description**

Evaluate knowledge and skills in using desktop publishing software to create a variety of business documents.

Eligibility

Any Secondary division student member may enter this event.

Member may supply

Sharpened No. 2 pencils, pens

Members may bring a Mac computer, if desired. Those members using Mac computers must also bring printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted.

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate proficiency in using desktop publishing software to create a variety of business publications
- Apply principles of design and rules for proper layout in developing business publications
- Create and edit documents using desktop publishing applications
- Use principles of design, layout, and typography in presentation of text
- Create multipage and multicolumn documents
- Create a desktop publication which may include graphics in the form of illustrations, clipart, boxes, shading, and lines
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, presentation handouts, etc.

Please note: *Members may use software templates, but creativity points may be reduced. Color printers will be available at NLC.*

Equipment/supplies provided

Computer, printer, and paper

Software, as designated for this event

Graphics files

Flash drive

Method of evaluation

Application - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(405) Advanced Desktop Publishing

Description

Evaluate knowledge and skills utilizing Adobe Illustrator®, Adobe Photoshop®, or Adobe InDesign®, software to create a variety of interactive documents.

Eligibility

Any Secondary division student member may enter this event.

Member may supply

Members may bring a Mac computer, if desired. Those members using Mac computers must also bring printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted.

Carry-in and setup of equipment must be done solely by the member and must take place within the time allowed

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate expertise in using desktop publishing software to create a variety of business publications for web, print, and mobile devices
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Create and edit documents using Adobe Illustrator®, Adobe Photoshop®, and/or Adobe InDesign®
- Demonstrate color management
- Use principles of design, layout, and typography in presentation of text
- Demonstrate an in-depth knowledge of typography such as leading, kerning, tracking, and appropriate font choice
- Create multipage and multicolumn documents
- Create a desktop publication that includes graphics in the form of illustrations, shapes, and layers
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, digital publications, interactive documents, presentation handouts, etc.

Please note: *Members may use software templates, but creativity points may be reduced.*

Equipment/supplies provided

Computer

Flash drive

Software, as designated for this event

Graphics files

Method of evaluation

Application - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(410) Graphic Design Promotion

Description

Develop a theme and illustrate that theme in various promotional materials.

Eligibility

Any Secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Topic

A new dog food company called Champion Dog Food has contacted you to design all of the brand images and packaging for their line of dog food. You will need to create a logo that can be used for all of the brand needs for their company packaging. The design may not contain no more than 3 colors. Along with creating the logo, the company would like you to create a mockup of a dry dog food package, and a wet dog food can.

- Must design a 25 lb. bag of dry food, including the front and back of the package
- Must design the full wrap-around label for a 13 oz. can of wet food
- On the packaging include: barcode, ingredients, manufactured in the USA, and 20% of all profits donated to local animal shelter

Members who do *not* submit an entry that follows the topic above will be *disqualified*.

Member must supply

Prints of phone skin, computer skin, sticker, and Works Cited

Additional copies student work, and Works Cited for final rounds

Digital presentation tools may be used

Props (optional)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

Member must supply all supporting devices (e.g., extension cords, power supply, etc.)

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. Props or visual aids are allowed in this competition.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. **Please note that dates published in the WSAP are for the National level.**

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Material contained in this publication may be reproduced for member and/or event use only.

- All designs must be printed on 8½” x 11” paper
- It is recommended to be designed at least 300 dpi.
- **The Company Logo, Dry Food Packaging MockUp, Wet Can Food MockUp, signed [Release Form\(s\)](#), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org> no later than 5:00 p.m. Eastern Standard Time on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- The printed Logo, Dry Food Packaging, Wet Can Food Packaging and, Works Cited must be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The member is responsible for securing a signed [Release Form](#) from any person whose image or work is used in the project including one’s self.
- The member is responsible for citing all sources including one’s self for any of the work used on the Works Cited page.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.
- Auto generated confirmation of receipt will be provided when the project is submitted for the National Leadership Conference.
- Individual confirmation of receipt cannot be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID cannot be accepted.
- No changes can be made to the project after the date of submission.
- The member will give a presentation to judges on how the graphic was developed and produced. A question-and-answer session will follow.
- Student printouts and forms will not be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- All written materials must follow the organization’s [Graphic Standards](#) and make proper use of the BPA logo and/or organization’s name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- Member’s name may not appear anywhere on output.
- No materials, other than the required submission materials, may be left with judges.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges’ questions.

Method of evaluation

Pre-submitted Project Files
 Technical Scoring Rubric
 Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup
 No more than six (6) minutes for the presentation
 No more than five (5) minutes for judges’ questions
 Finals may be included at regional, state, and national levels

Entries

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Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(410) Graphic Design Promotion

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Signed Released Form(s) • Logo - PDF, JPG or PNG Format • Dry Dog Food Package - PDF, JPG or PNG Format • Wet Dog Food Package - PDF, JPG or PNG Format • Works Cited formatted according to the BPA Style & Reference Guide <p style="text-align: center;"><i>All points or none are awarded by the Technical Judge.</i></p>				20	
Production Layout (Logo)	1-5	6-10	11-15	16-20	
Creativity and Originality: Logo is creative, original, and visually appealing. It effectively represents the dog food brand.					
Conceptualization: Logo concept aligns with the brand identity and effectively communicates the message.					
Versatility: Logo can be easily resized and reproduced across various mediums without losing quality.					
Color Palette: The color palette is harmonious, visually pleasing, and suits the overall design and is limited to three colors.					
Dry Dog Food (25# Bag)	1-5	6-10	11-15	16-20	
Creativity: The design showcases originality and creativity in presenting the product.					
Visual Appeal: The overall design & color scheme, teamed with the logo create an attractive and cohesive packaging concept.					
Front & Back of the Dog Food Bag Design: Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company.					
Product Information and Ingredient List: The placement and organization of all necessary information is clear and well-structured and the					

ingredient list is easy to read and understand, providing transparency to consumers.					
Canned Dog Food (13 Oz.)	1-5	6-10	11-15	16-20	
Creativity: The overall design showcases originality and creativity in presenting the product.					
Visual Appeal: The label is visually appealing and captures the attention of consumers.					
The Dog Food Can Label Design: Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company.					
Product Information & Ingredient List: The ingredient list, weight, and other details are clearly on label and it wraps around the can.					
Design gains attention and has eye appeal.	1-5	6-10	11-15	16-20	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
Member followed three color design requirements.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (240 points maximum)					

(410) Graphic Design Promotion

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Ability to explain the development and design process for designing brand logo and packaging for Champion Dog Food.	1-5	6-10	11-15	16-20	
Explain the symbolism and relevance of the logo design to the brand and its target audience.	1-5	6-10	11-15	16-20	
Justify the color choices and how they effectively represent the brand identity.	1-5	6-10	11-15	16-20	
Student explains how the packaging design aligns with the overall brand image and effectively attracts the target market.	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than six (6) minutes				5	
Documentation submitted at time of check-in: Logo (1 copy), Dog Food Packaging (1 copy), Wet Can Food Packaging (1 copy), Works Cited (1 copy) <i>Members must have copies for both preliminaries and finals</i>				10	
Appropriate use of grammar, spelling, and punctuation				10	
TOTAL PRESENTATION POINTS (170 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

**TOTAL MAXIMUM POINTS = 410
PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES**

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(415) Fundamentals of Web Design

Description

Demonstrate knowledge of fundamental web design coding and syntax to include CSS. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MTA Introduction to Programming Using HTML and CSS and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate a knowledge of tags
- Demonstrate knowledge of format and font (CSS)
- Demonstrate knowledge of HTML and CSS
- Demonstrate knowledge of W3C Accessibility Standards
- Demonstrate knowledge of Cross Browser Capability
- Demonstrate knowledge of tables and table attributes
- Demonstrate knowledge of image tags and image attributes
- Demonstrate knowledge of hyperlinks and hyperlink attributes

Equipment/supplies provided

Computer with browser, **Notepad** only (*Members are not permitted to utilize Notepad++*), printer, and paper

Flash drive for saving files

Method of evaluation

Application and Objective Test - **Reference materials are allowed.**

Certification test taken per conference schedule at NLC

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

No more than one hundred twenty (120) minutes for certification test

Entries

Each state is allowed five (5) entries

(420) Digital Media Production

Description

Create a one to two (1:00-2:00) minute digital media production based on the assigned topic.

Eligibility

Any Secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Topic

Create a short 1:00 - 2:00 minute promotional video about visiting local area attractions, instead of traveling out of state. Showcase the fact that you can have fun in your own regions without the expense of traveling out of state.

Members who do *not* submit an entry following this topic will be *disqualified*.

Member must supply

Digital presentation equipment

Video projector (optional)

Props (optional)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate an understanding of developing for a target audience
- Demonstrate utilization of various software applications
- Demonstrate knowledge of digital media
- Demonstrate knowledge of graphic design including color, animation, audio, and video

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The member will develop a visual communication tool utilizing various software applications related to digital production.
- The member must develop a consistent theme and slogan to be used throughout the digital production.
- Completed projects may be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.). It is recommended that you set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April**

Business Professionals of America Workplace Skills Assessment Program

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1, 2024. *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*

- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- Members will receive an automated response confirmation, at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The member is responsible for securing a signed [Release Form](#) from for any person involved in the video production.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>.
- The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for presentation, which includes one to two (1:00-2:00) minute demonstration of digital media production

No more than five (5) minutes for judges' questions

Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Business Professionals of America Workplace Skills Assessment Program

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(420) Digital Media Production

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Works Cited and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Final promotional video made effective use of time and was within the contest time limit of 1 to 2 minutes.				30	
The video is clear, sharp, and well-focused.	1–5	6–10	11–15	16–20	
The framing and composition effectively enhance the message and visual appeal.	1–5	6–10	11–15	16–20	
The audio is clear, balanced, and free from background noise or distortion.	1–5	6–10	11–15	16–20	
Dialogues or voice overs are audible and easily understandable	1–5	6–10	11–15	16–20	
Cuts, fades, and other editing techniques are used effectively to enhance the flow of the video.	1–5	6–10	11–15	16–20	
Transitions are timed appropriately and contribute to the overall coherence of the video.	1–5	6–10	11–15	16–20	
Graphics, such as text overlays or subtitles, are legible, visually appealing, and support the content.	1–5	6–10	11–15	16–20	

The lighting is well-balanced and appropriate for the subject matter.	1–5	6–10	11–15	16–20	
Video effectively persuades the audience that local area attractions offer an enjoyable alternative to traveling out of state.	1–5	6–10	11–15	16–20	
TECHNICAL POINTS (220 points maximum)					

(420) Digital Media Production

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Ability to explain the development and execution of the planned project including pre-production, production and post production.	1-5	6-10	11-15	16-20	
Explains how production elements, such as lighting, sound recording, and set design, were implemented effectively	1-5	6-10	11-15	16-20	
Discusses any challenges encountered during production and how they were overcome	1-5	6-10	11-15	16-20	
Discusses the use of camera angles, composition, lighting techniques, and editing software.	1-5	6-10	11-15	16-20	
The overall structure and flow of the presentation is well-organized and engaging.	1-5	6-10	11-15	16-20	
Answers to judges' questions: Provides a precise and persuasive response to questions.	1-2	3-5	6-8	9-10	
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy). <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 370

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(425) Computer Modeling

Description

Given a scenario or prompt, Computer Modeling will research the topic, create a profile, concept design(s), prototype(s), and final model and/or scene based upon the assigned topic provided.

Eligibility

Any Secondary division student member may enter this event. Members participating in the national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Topic

The Smithsonian Zoo in Washington D.C. is working with Australia's Taronga Zoo located in Sydney to add two platypuses to their collection to serve as ambassadors outside their native country of Australia. Freshwater resources and habitats are being affected by pollution and climate change and there is a need to communicate the importance of fresh water for both humans and wildlife. Your task is to design a habitat that can be built for these animals to be their new home in the US.

Members who do *not* submit an entry following this topic will be *disqualified*.

Pay particular attention to the Copyright and Fair Use Guidelines.

Member must supply

Digital presentation tools

Props (optional)

Carry-in and setup of equipment must be done solely by the individual and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a profile for a given character, environment, or non-organic object within the specified parameters.
- Demonstrate development of a model through research, concept art, and prototypes.
- Demonstrate application of finishes and lighting, and texturing techniques.
- Make formal geometric constructions with a variety of tools and methods.
- Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder).
- Apply geometric methods to solve design problems.
- Apply knowledge of software, equipment, and skills related to 3D art generation.
- Utilize research skills; research to build and present knowledge.
- Demonstrate artistic techniques to support a clear scenario or prompt.
- Demonstrate knowledge of copyright laws.
- Demonstrate professional presentation skills.
- Demonstrate work skills needed to function as a 3D artist.
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **The individual will research the topic, including reference information provided in prompts, the time era, trends to support design, etc., and from that information will develop a profile to be submitted along with assets to be generated. The profile should *not* exceed one (1) page and should provide the artist's vision for the project, and the rationale for the submission.**
- The individual will use digital tools, i.e., cameras, writing tablets, etc., for researching, planning, development and/or revision of content for model(s).
- The individual will develop the concept design(s) for the submission.
- The individual will produce 3D models.
- The individual will develop a final model and/or scene, including the application of color, textures, lighting, etc.
- Graphics developed should accurately depict and/or increase dramatic or entertainment value of scenario or prompt given.
- The final project components, including, but *not* limited to, concept art, the one (1) page profile, screenshots, and model project files, should be compressed in zip format and uploaded to a video/file sharing site (e.g., Dropbox, etc.).
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, one (1) page profile, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.***
- Member ID will be required for all submissions.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered members and/or those missing Member IDs *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited, one (1) page profile, any concept art/prototypes must be submitted at the time of the presentation at NLC, at both the Preliminary and Final Competition.
- Must be viewable on both Windows and Mac platforms.
- The individual may utilize hand drawings and sketches, computer drawings, text, graphics and/or illustration applications, 3D modeling applications. (Note: hand drawings and sketches should be scanned to attain a digital format.)
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name, if used. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(425) Computer Modeling

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Works Cited, One (1) Page Profile and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Profile (<i>not</i> to exceed 1 page) Developed from research following prompt and includes goals and artistic vision developed for scene/model	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage. Content without errors	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Concept art developed to support prototype	1-5	6-10	11-15	16-20	
The model demonstrates skillful use of lighting and shading techniques to create realistic and visually appealing effects	1-5	6-10	11-15	16-20	
The model employs realistic textures and materials that accurately represent the intended objects or surfaces	1-5	6-10	11-15	16-20	
The model demonstrates intricate and complex geometric shapes, curves, and details	1-5	6-10	11-15	16-20	
The model showcases advanced techniques. (Possible examples: complex surface modeling, advanced texture mapping, Nurbs/curve modeling; digital 3D sculpting or intricate animations)	1-5	6-10	11-15	16-20	
The habitat is functional and provides the platypuses with everything they need to thrive, including food, water, shelter, and space to play.	1-5	6-10	11-15	16-20	
The habitat includes a variety of vegetation and landscaping elements that provide a natural and engaging	1-5	6-10	11-15	16-20	

environment for the platypuses					
The design includes informative and interactive elements that can educate visitors	1-5	6-10	11-15	16-20	
Utilizes original work for concept/model and exceeds expectations	1-5	6-10	11-15	16-20	
Model/Scene is visually appealing, creative, matches profile, and fits prompts/scenario	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (250 points maximum)					

(425) Computer Modeling

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Ability to explain the development and design process for the habitat model	1-5	6-10	11-15	16-20	
Explains the reasoning on how the habitat design meets all the essential needs of the platypuses, including food, water, shelter, and space to play.	1-5	6-10	11-15	16-20	
Ability to explain use and development of original media elements	1-5	6-10	11-15	16-20	
Discusses any challenges encountered during production and how they were overcome	1-5	6-10	11-15	16-20	
The presentation clearly communicates the importance of freshwater resources and habitats for the animals	1-5	6-10	11-15	16-20	
Answers to judges' questions: Provides a precise and persuasive response to questions.	1-2	3-5	6-8	9-10	
<i>All points or none are awarded per item below.</i>					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy), One (1) Page Profile (1 copy), and Concept Art/Prototypes (1 copy) at the time of presentation <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 400

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(430) Video Production Team

Description

Create a three to five (3:00-5:00) minute video production, based upon the assigned topic.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Your local Chamber of Commerce has asked your team to create a three to five (3:00 - 5:00) minute promotional video to bring awareness to the local community as to the features, benefits & impact that the Chamber of Commerce offers their members and the community.

Teams who do *not* submit an entry following this topic will be *disqualified*.

Team must supply

- Additional copies of student work, and Works Cited for all rounds of presentations
- Digital presentation tools (device and software) (optional)
- Props (optional)
- Carry-in and set-up of equipment must be done solely by the team & take place within the time allotted
- No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges
- Members must supply all supporting devices (e.g., extension cords, power supply, etc.)
- For the National Finals, teams must supply a desktop/laptop for editing, camera(s), and tripod(s). Optional items may include: lighting, microphone, and backdrops, etc.

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment
- Demonstrate an understanding of developing for a target audience

Specifications:

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a video using various software applications related to video production.
- The final project components, including, but *not* limited to, storyboard, script, and video, should be compressed in zip format and uploaded to a video/file sharing site (Dropbox, etc.).
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA’s recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Member ID will be required for all submissions.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- No presentation will be performed at the National Level Finals Competition. The video will be judged on technical merit only.
- All text/graphics materials must follow the organization’s [Graphic Standards](#) and make proper use of the logo and/or organization’s name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Pre-submitted Project Files

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges’ questions

Finals may be included at regional, state, and national levels

Length of Final event (National only)

No more than three (3) hours to plan, produce, and export production

Details for Final event (National only)

- The teams will have no more than four (4) hours to plan the storyline and complete all production phases including, exporting of video.
- The teams will film their production on site.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- During this time, students may communicate with members of their team via telephone but may *not* communicate with others (including their advisor) concerning the production of their video. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one minute in length, rendered and exported into a MOV, MP4, AVI, or MPG format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- No materials, other than the required submission materials, may be left with judges.

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(430) Video Production Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No			
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>			
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:					
Items to Evaluate		Points Awarded			
Required Elements					
• Title sequence	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included more than one camera angle or motion	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included one voice over	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Included ending credits	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• Production free of typos	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
• At least 75% of video footage by team members	<input type="checkbox"/> Y <input type="checkbox"/> N	10			
Total Required Elements (60 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> • Script, Storyboard, URL to the final project, Works Cited and signed Release Form(s) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					
Final video promotion made effective use of time and was within contest time limit of three (3) to five (5) minutes.				30	
• Creativity and originality of content	1-5	6-10	11-15	16-20	
• Developed and portrayed topic	1-5	6-10	11-15	16-20	
• Effectiveness of video message	1-5	6-10	11-15	16-20	
• Music and tone (mood)	1-5	6-10	11-15	16-20	
Total Content (120 points maximum)					
Quality					
• Video Focus/Steadiness'/Shot Quality	1-5	6-10	11-15	16-20	
• Lighting quality	1-5	6-10	11-15	16-20	
• Color quality relating to topic	1-5	6-10	11-15	16-20	

<ul style="list-style-type: none"> • Audio quality (effective use of fades, normalizing, and/or use of sounds, & foley sound) 	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (260 points maximum)					

(430) Video Production Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: Maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Effectiveness of oral presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: One (1) copy Works Cited at time of presentation. <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 410

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(430) Video Production Team - NLC Finals Rubric

Judge Number _____

Team Number _____

Technical Scoring Rubric - FINAL (Nationals Only)

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not per judge.					Points Awarded	
<ul style="list-style-type: none"> • Documentation submitted at time of check-in: signed Release Form(s) <i>Must have copies for both preliminaries and finals</i> 				10		
TOTAL SPECIFICATION POINTS (10 points maximum)						
Items to Evaluate					Points Awarded	
Required Elements		Select One		Award all or none		
Included more than one camera angle		<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Video is exactly 1-minute in length		<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Final Export met timed event deadline		<input type="checkbox"/> Y <input type="checkbox"/> N		50		
Exported in correct format		<input type="checkbox"/> Y <input type="checkbox"/> N		20		
Total Required Elements (90 points maximum)						
Items to Evaluate		Below Average	Average	Good	Excellent	Points Awarded
Content						
Originality of content (All video should be shot on-site)		1-5	6-10	11-15	16-20	
Developed storyline		1-5	6-10	11-15	16-20	
Effectiveness of production		1-5	6-10	11-15	16-20	
Developed and portrayed common theme		1-5	6-10	11-15	16-20	
Total Content (80 points maximum)						
Quality						
Videos were in focus/steadiness		1-5	6-10	11-15	16-20	
Lighting quality		1-5	6-10	11-15	16-20	
Color quality		1-5	6-10	11-15	16-20	
Audio quality (Effective use of fades, normalizing, and/or use of ambient sounds)		1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)						
TOTAL TECHNICAL POINTS (260 points maximum)						

TOTAL MAXIMUM POINTS = 260

(435) Website Design Team

Description

The team will work together to create a website based on the assigned topic.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

A new restaurant, Game Day Grill, has contracted your team to create a website for them. Your site must include, but is not limited to: menus, online ordering and payment, special event listing, address and contact information, and reservation information.

Teams who do *not* submit an entry that follows the topic above will be *disqualified*.

Team must supply

Team must supply one computer loaded with their website for presentation to the judges

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges

Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

Projector (optional)

Props (optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills in website design
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate knowledge of site, content, graphics, layout, and more
- Demonstrate awareness of accessibility concerns (for example: ADA)
- Demonstrate responsive design (including browser capabilities, devices, etc.)
- Provide easy access to multiple major search sites
- Demonstrate knowledge of navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based web languages
- Demonstrate and apply web scripting skills
- Demonstrate the ability to conform to copyright laws
- Demonstrate knowledge of page layout
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State**

Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.

- The team is responsible for securing a signed [Release Form](#) from any individual whose name, photograph, and/or other information is included on the website.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- **Only one (1) team member should complete the submission.**
- Materials from non-registered members and/or those missing Member IDs *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited must be presented at the time of presentation at NLC at both the Preliminary and Final Competition.
- The website must be available for viewing on the Internet on April 1, 2024. If the ISP is experiencing technical difficulty, the advisor will be contacted and a reasonable amount of time will be provided to solve the problem. No changes can be made to the website after this date.
- The team will administer and present their website at NLC.
- The following information must be included on the site: name of chapter, team member names, theme, school, city, state, and year. This information can be included in any format and location.
- Attention must be given to cross-browser capabilities.
- Attention must be given to monitor capabilities, such as resolution.
- All written material must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- Team members will specifically identify their roles in the development of the website and be prepared to address questions pertaining to those roles (i.e., page layout, navigational scheme, graphics, media, compatibility, and content).
- Previously submitted websites used in BPA competition may *not* be submitted.
- Members are permitted to use any web development technology or CMS desired by the team in order to complete the event; however, use of original code may be scored higher. Examples of these include, but are *not* limited to, Microsoft Visual Studio®, Adobe Dreamweaver®, jQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates.
 - Members should be able to understand and explain the utilized code and/or technology used by a selected web development technology, CMS, or template.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Pre-submitted Project Files
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup time
No more than ten (10) minutes oral presentation
No more than five (5) minutes for judges' questions
Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(435) Website Design Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Works Cited and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Page Layout					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts	1-5	6-10	11-15	16-20	
Consistent format page to page	1-5	6-10	11-15	16-20	
Navigational Theme					
Links present and working	1-5	6-10	11-15	16-20	
Links show consistent formatting	1-5	6-10	11-15	16-20	
Navigational path is clear and logical	1-5	6-10	11-15	16-20	
Graphic Media Use					
Enhances topic					
Creativity through graphic design (template, code, or combined)	1-5	6-10	11-15	16-20	
Originality of graphics (stock or original)	1-5	6-10	11-15	16-20	
Content					
Well developed	1-5	6-10	11-15	16-20	
Portrays the topic	1-5	6-10	11-15	16-20	
Effectiveness of site	1-5	6-10	11-15	16-20	
Technical					
Cross-browser compatibility					
Source code is well organized and meets validation	1-5	6-10	11-15	16-20	
Effective use of innovative technology	1-5	6-10	11-15	16-20	
(Look For: original coding, use of SASS, Python, JavaScript, code widgets)	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
TOTAL TECHNICAL POINTS (330 points maximum)					

(435) Website Design Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain development/design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain their use and the development using web languages (source code)	1-5	6-10	11-15	16-20	
Ability to explain their use and development of media elements (graphics, video, audio, etc.)	1-5	6-10	11-15	16-20	
Evidence showing each team member's role in the development of the site and their responses to presentation questions	1-5	6-10	11-15	16-20	
Explanation of innovative technology (examples could be JavaScript, multimedia, social media, search engine optimization, e-commerce, etc.)	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 480

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(440) Computer Animation Team

Description

Create a 3D computer animation, *not* to exceed two (2:00) minutes, based upon the assigned topic provided.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Your team is challenged to create a 2-minute animation of an "Enchanted Forest": Enter a mystical forest filled with talking animals, magical plants, and hidden treasures.

Teams who do *not* submit an entry following this topic will be *disqualified*. Particular attention should be paid to the Copyright & Fair Use Guidelines.

Team must supply

Additional copies of student work (i.e. Profile and Concept Art/Prototypes), and Works Cited for all rounds of presentations

Digital presentation tools (device and software) (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must supply all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate utilization of various editing software applications
- Demonstrate development of animation within a storyboard
- Demonstrate object color and creating artistic effects
- Demonstrate textures and special effects
- Demonstrate knowledge of transitions, audio, and lighting effects
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team must create a 3D animation utilizing audio, text, video, and graphics.
- The final project components, including, but limited to, storyboard and rendered video should be compressed in zip format and uploaded to a file-sharing site (Dropbox, etc.)

- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA’s recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- Member ID will be required for all submissions.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- **Only one (1) team member should complete the submission.**
- No changes can be made to the project after the date of submission.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- One (1) copy of the Works Cited and storyboard must be submitted at the time of the presentation at NLC, at both the Preliminary and Final Competition.
- Teams may also bring one storyboard for their use during the presentation.
- The team must utilize audio, text, video, graphics, and **3D animation**.
- Use of transitions and continuity must exist in the production.
- All text/graphics materials must follow the organization’s [Graphic Standards](#) and make proper use of the logo and/or organization’s name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Judge’s Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges’ questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges’ comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned.

(440) Computer Animation Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team used 3D animation software	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No <i>(Disqualification)</i>
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>
Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If disqualification is marked, please stop scoring and provide a brief reason for the disqualification:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none"> • Works Cited, storyboard and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>				10	
Final animation made effective use of time and was within the content time limit of 2 minutes				20	
Complexity/Craftsmanship					
Assets were original or pre-made, and/or a combination. (point preference may be given for creation of original assets)	1-5	6-10	11-15	16-20	
Attention to detail was evident in modeling techniques	1-5	6-10	11-15	16-20	
Camera angles, timing, transitions, and techniques support project objectives	1-5	6-10	11-15	16-20	
Total Complexity/Craftsmanship (60 points maximum)					
Animation					
Squash and Stretch - Illusion of weight and volume is given to the animation, to enhance movement (i.e., tennis ball compressing when hit)	1-5	6-10	11-15	16-20	
Anticipation - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
Staging - Actions clearly communicate to the audience the attitude, mood, reaction, or idea of the animation, as it relates to the topic, providing continuity	1-5	6-10	11-15	16-20	
Slow-Out and Slow-In Techniques - Used to simulate natural movements (i.e., fluid motion)	1-5	6-10	11-15	16-20	
Secondary Action(s) - Used to add dimension to the animation. (hair, fur, clothing, flags, water, etc.)	1-5	6-10	11-15	16-20	
Total Animation (100 points maximum)					

(440) Computer Animation Team

Judge Number _____

Team Number _____

Technical Scoring Rubric (Continued)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Composition					
Execution of Plan: Concept art, and storyboard demonstrate project objectives	1-2	3-5	6-8	9-10	
Grammar, spelling, punctuation, and usage: Content without errors/No copyright violations	1-2 (3+ errors)	3-5 (2 errors)	6-8 (1 error)	9-10 (0 errors)	
Total Composition (100 points maximum)					
Creativity					
Animation is original (Fresh ideas, innovative, unique)	1-5	6-10	11-15	16-20	
Animation is memorable, entertaining, and/or fulfills objectives	1-2	3-5	6-8	9-10	
Effective use of lighting	1-5	6-10	11-15	16-20	
Audio is clear and is used effectively	1-5	6-10	11-15	16-20	
Transitions are effective and smooth	1-5	6-10	11-15	16-20	
Total Creativity (90 points maximum)					
TOTAL TECHNICAL POINTS (300 points maximum)					

(440) Computer Animation Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, software, and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Ability to explain roles of various team members	1-5	6-10	11-15	16-20	
Oral presentation quality/style, effectiveness	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) and Storyboard (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 450

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(445) Broadcast News Production Team

Description

Create a three to five (3:00 - 5:00) minute news broadcast as if it were live, containing two (2) different news stories and a fifteen to twenty (0:15 - 0:20) second promo or tease.

Eligibility

Any Secondary or Post-secondary division member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Create a three to five minute (3:00 - 5:00) news broadcast containing two stories. One story should focus on a local hero. This could be a veteran from any branch of the military, a teacher or a new local non-profit, or small business that opened in 2021 or later. The second story should be a weather segment using Green Screen Technology, and must also include a (15 - 20) second teaser somewhere in the video project.

Teams who do *not* submit an entry following this topic will be *disqualified*.

Teams must supply

Additional copies of student work, and Works Cited for all rounds of presentations including: Regional, State, and Nationals)

Digital presentation tools (device and software) and props (optional)

Carry-in and set-up of equipment must be done solely by the team & take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must supply all supporting devices (e.g., extension cords, power supply, etc.)

For the National Finals, teams must supply a desktop/laptop for editing, camera(s), and tripod(s).

Optional items may include: lighting, microphone, and backdrops, etc.

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply knowledge of software, equipment, and skills related to broadcast production
- Develop a script for a news broadcast, within the specified time limits
- Demonstrate scripting techniques to present a clear story
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate proper use of titles, lower thirds, and visual effects
- Demonstrate how to frame and maintain proper video composition
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment
- Demonstrate of effective use of B-roll to tell a story
- Demonstrate effective interview techniques
- Demonstrate the importance good audio to enhance broadcast
- Demonstrate appropriate stage presence by on-air talent

- Demonstrate appropriate interview techniques
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **No presentation will be performed at the National Level Finals Competition. The broadcast will be judged on technical merit only.**
- Team has the option of being the talent themselves or having other students participate in the process. Professional talent is *not* permitted. Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the actual production of the video. However, teams may interview professionals, experts, adults, etc., for various news segments. Professionals or non-students who are being only interviewed are *not* considered talent.
- The team will develop a 3-5-minute broadcast news production consisting of:
 - Broadcast intro
 - Two (2) well-developed news stories
 - 15-20 second promo or tease
 - Outro music with credits
 - Teams must research actual events
 - Fictional news stories are *not* permitted
- The team may utilize audio, text, video, graphics, and animation.
- Continuity must exist in the news production.
- Completed projects must be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.). It is recommended to set the access level of your project to one of BPA's recommended settings. See the Cloud Storage / File Sharing Guidelines for more information.
- **Submit the URL to the final project files, Works Cited, script, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Members will receive an automated response confirmation at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Pre-submitted Project Files
Technical Scoring Rubric
Presentation Scoring Rubric

Length of Preliminary event

No more than three (3) minutes for setup
No more than ten (10) minutes for the presentation
No more than five (5) minutes for judges' questions
Finals may be included at regional, state, and national levels

Length of Final event (National only)

No more than three (4) hours to plan, produce, and export a news segment 1-minute in length.

Details for Final event (National only)

- The teams will have no more than four (4) hours to plan the storyline and complete all production phases, including exporting video.
- Teams will each be provided a flash drive containing graphics and B-roll, which must be included in the news package
- No intro/outro used
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- The teams will film their production on site.
- During this time, students may communicate with members of their team via telephone but may *not* communicate with others (including their advisor) concerning the production of their video. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one (1) minute in length, rendered and exported into a .mov, .mp4, .avi, or .mpg format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- No materials, other than the required submission materials, may be left with judges.

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(445) Broadcast News Production Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)

Items to Evaluate	Select One	Points Possible	Points Awarded		
Required Elements					
Includes an introduction	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Includes a news story and weather segment	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Includes a segue [seg-way] between the news stories	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Includes outro (music) with credits/sources	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Includes 15-20 second promo/tease	<input type="checkbox"/> Yes <input type="checkbox"/> No	20			
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Works Cited, script and signed Release Form(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i>		10			
News Production made effective use of time and was within the contest time limit of 3-5 minutes. <i>All points or none are awarded by the technical judge.</i>		20			
Total Required Elements (130) points maximum					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Originality of content	1-5	6-10	11-15	16-20	
Developed storyline (effective use of B-roll and interviews)	1-5	6-10	11-15	16-20	
Segue [seg-way] was used appropriately	1-5	6-10	11-15	16-20	
Effectiveness of production	1-5	6-10	11-15	16-20	
Effectiveness of on-screen talent presence: (Talent projected confidence through speech and body language.)	1-5	6-10	11-15	16-20	
Effectiveness of talent voice: (Spoke clearly, enunciated clearly, and projected voice.)	1-5	6-10	11-15	16-20	
Effective use of Green Screen technology	1-5	6-10	11-15	16-20	
Total Content (140 points maximum)					

Quality					
Videos were in focus/steadiness/shot variety	1-5	6-10	11-15	16-20	
Lighting quality	1-5	6-10	11-15	16-20	
Color quality	1-5	6-10	11-15	16-20	
Audio quality (Effective use of fades, normalizing, and/or use of ambient sounds)	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (350 points maximum)					

(445) Broadcast News Production Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (maintain eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the production process (pre-production, production, and post-production)	1-5	6-10	11-15	16-20	
Explanation of equipment, technology, and software used	1-5	6-10	11-15	16-20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1-5	6-10	11-15	16-20	
Explanation of roles of various team members	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 500

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Broadcast News Production Team (445) - NLC Finals Rubric

Judge Number _____

Team Number _____

Technical Scoring Rubric - FINAL (Nationals Only)

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		Points Awarded
Documentation submitted at time of check-in: signed Release Form(s) . <i>Must have copies for both preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (10 points maximum)		

Items to Evaluate	Select One		Points Possible	Points Awarded	
Required Elements					
Contains at least one (1) interview	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Contains BPA provided graphics	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Appropriate use of B-roll	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Video is exactly 1-minute in length	<input type="checkbox"/> Yes <input type="checkbox"/> No		10		
Final Export met timed event deadline	<input type="checkbox"/> Yes <input type="checkbox"/> No		50		
Exported in correct format	<input type="checkbox"/> Yes <input type="checkbox"/> No		20		
Total Required Elements (110 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Originality of content (All video should be shot on-site)	1-5	6-10	11-15	16-20	
Developed storyline	1-5	6-10	11-15	16-20	
Effectiveness of production	1-5	6-10	11-15	16-20	
Appropriate usage of existing graphics/audio	1-5	6-10	11-15	16-20	
Effectiveness of on-screen talent presence: (talent projected confidence through speech and body language.)	1-5	6-10	11-15	16-20	
Effectiveness of talent voice: (spoke clearly, enunciated clearly, and projected voice.)	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage: Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Total Content (140 points maximum)					

Quality					
Videos were in focus/steadiness/shot variety	1-5	6-10	11-15	16-20	
Lighting quality	1-5	6-10	11-15	16-20	
Color quality	1-5	6-10	11-15	16-20	
Audio quality (effective use of fades, normalizing, and/or use of ambient sounds)	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (340 points)					

(450) Podcast Production Team

Description

Podcasts usually feature one or more hosts engaged in a discussion about a particular topic or current event. Discussion and content within a podcast can range from carefully scripted to totally improvised. Podcasts combine elaborate and artistic sound production with thematic concerns ranging from scientific research to slice-of-life journalism. Team members will demonstrate their ability to engage a target audience by creating a three to five (3:00 - 5:00) minute podcast on the provided topic.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Create a three to five (3:00 - 5:00) minute podcast about Artificial Intelligence (AI) and how it will impact Gen Z's, education and/or the workforce. Consider the ease of using ChatGPT. You could include how education will be affected or how AI will impact employees and employers alike.

Members who do *not* submit an entry following this topic will be *disqualified*.

Member must supply

Digital presentation equipment

Video projector (optional)

Props (optional)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate an understanding of developing audio productions for a target audience
- Demonstrate knowledge of lead in and lead out audio scripting and editing
- Apply knowledge of software, equipment, and skills related to audio production
- Utilize audio editing applications
- Develop discussion points based on topic
- Demonstrate outline/scripting techniques to present a clear overall message
- Demonstrate and apply basic audio recording techniques
- Perform editing and splicing techniques utilizing various editing tools
- Develop podcast cover art
- Demonstrate teamwork skills needed to function in a audio editing environment

Specifications:

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a podcast using various software applications related to audio production.
- **The final podcast audio should be uploaded to a Sound Cloud account.**
- **Submit the URL to the final project files, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Member ID will be required for all submissions.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team members should complete the submission.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Use of transitions and continuity must exist in the production.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Pre-submitted Project Files

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup/wrap-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at regional, state, and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(450) Podcast Production Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate					Points Awarded
Required Elements					
Episode title and cover art	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Opening/Introduction/Transitions	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Closing	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Topic is addressed with multiple actors and viewpoints	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Length between 3:00 - 5:00 minutes	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Total Required Elements (50 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> • Works Cited and signed Release Form(s) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					
Final podcast audio made effective use of time and was within contest time limit of three (3) to five (5) minutes.				30	
Creativity, quality, and originality of content	1-5	6-10	11-15	16-20	
Developed and portrayed topic	1-5	6-10	11-15	16-20	
Effectiveness of audio message	1-5	6-10	11-15	16-20	
Music and tone (mood), audience appeal	1-5	6-10	11-15	16-20	
Total Content (120 points maximum)					
Quality					
Professionalism and voice quality	1-5	6-10	11-15	16-20	
Effective use of normalcy and noise canceling techniques	1-5	6-10	11-15	16-20	
Originality of audio production	1-5	6-10	11-15	16-20	
Total Quality (60 points maximum)					
TOTAL TECHNICAL POINTS (230 points maximum)					

(450) Podcast Production Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1-5	6-10	11-15	16-20	
Ability to explain how the equipment/technology used in the podcast enhanced the overall quality, engagement or storytelling	1-5	6-10	11-15	16-20	
Ability to explain the impact of the podcast to the intended audience: Gen Z's, educators, and employers	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Voice is consistent and appealing to the audience	1-5	6-10	11-15	16-20	
Set-up lasted no longer than three (3) minutes – 5 points				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 350

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(455) User Experience Design Team

Description

Marketing in today's world spans multiple modes of media delivered to the end user via a combination of digital surfaces inclusive of a web presence suitable for desktop and mobile devices, potentially an app, and a social media presence. This event will focus on prototyping digital experiences for a singular brand, with an emphasis on collaboration, designing the user experience, and rationale for design decisions. Suggested free software to use can include Wondershare Mockitt, Zeplin, Moqups, InVision Studio, Proto.io, Pencil Project.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event, prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic:

An automotive show showcasing all of the new automobiles for the upcoming 2025 model year will be taking place May 10-14, 2024 in Detroit, Michigan. You are tasked with designing the branding/identity of this event. Items include:

- The promotional landing page/website for the auto show, designed for a desktop web browser experience. Two of the following additional pages must be included on the website:
 - A listing of vendor booths
 - A listing of concession stand vendors with menu & pricing.
 - A listing of Ride n' Drive opportunities offered from new car manufacturers
- A prototype of the mobile app for attendees to use at the auto show. The mobile app, designed for a smartphone or tablet of your choosing, must contain a minimum of five (5) screens.
- A social media campaign to promote the auto show. A minimum of one (1) artboard for the social platform of your choosing must be included.

Members who do *not* submit an entry following this topic will be *disqualified*.

Member must supply

Additional copies of student work, and Works Cited for all rounds of presentations

Digital presentation tools (device and software) (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must supply all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate teamwork skills needed to function in a virtual branding environment
- Develop promotional cross-medium strategy
- Demonstrate awareness of requirements of target audience (prospective customers)
- Demonstrate awareness of accessibility concerns
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate interconnected cross-medium design plan, inclusive of brand and style consistency
- Apply principles of design and rules for proper layout in developing presentation
- Use principles of design, layout, and typography addressing multiple screen sizes
- Test usability and ease of use with others to practice engaging your target audience for designing a good user experience
- Demonstrate a balanced use of interactivity and animation to bring life to designs, but not to distract
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- **Submit the three (3) clickable URLs to the three (3) projects, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.**
 - For each of the three designed deliverables (web, mobile app, social media), you will be creating a shareable link to the prototypes you create. You'll submit 3 shareable links for review: one shareable prototype or artboard link for the landing page, one for the mobile app experience, and one for the social media campaign.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Members will receive an automated response confirmation at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation

Pre-submitted Project Files

Technical Judges' Rating Sheet
Presentation Judges' Rating Sheet

Length of event

No more than three (3) minutes setup
No more than ten (10) minutes presentation time
No more than five (5) minutes judges' questions

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(455) User Experience Design Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (<i>Disqualification</i>)
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Signed Release Form(s), Works Cited, URLs to the three (3) projects in one (1) combined PDF <i>All points or none are awarded by the technical judge.</i>				10	
Content The project demonstrates a deep understanding of the target audience and effectively communicates the intended message.	1-15	16-25	26-35	36-50	
Technique The project demonstrates exceptional technical skills and execution. Visual elements, interactions, and navigation are easily followed.	1-5	6-10	11-15	16-20	
Creativity/Originality The project demonstrates innovative and original ideas.	1-5	6-10	11-15	16-20	
Influence The project demonstrates a clear understanding of influential design trends and effectively incorporates them to engage the target audience.	1-5	6-10	11-15	16-20	
Innovative Technology The project showcases cutting-edge technology to enhance the user experience and demonstrates a deep understanding of its application.	1-5	6-10	11-15	16-20	
Grammar The project is free from any grammatical errors.	0 (3+ errors)	5 (2 errors)	10 (1 error)	20 (0 errors)	
User Experience The implementation is seamless and aligns well with the project goals.	1-5	6-10	11-15	16-20	
TECHNICAL SCORE (180 points maximum)					

(455) User Experience Design Team

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Delivery <ul style="list-style-type: none"> • Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience. • Presents the information in a highly structured and organized manner that is easy to follow. • Demonstrates a clear understanding of the topic and presents relevant, accurate information. 	1-5	6-10	11-15	16-20	
Engages and captivates the audience with effective delivery and conveys the main points of the presentation.	1-15	16-25	26-35	36-50	
Explanation of team roles in the development & implementation of the project.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Set-up lasted no longer than three (3) minutes – 5 points				5	
Presentation lasted no longer than ten (10) minutes – 5 points				5	
Documentation submitted at time of check-in: One (1) copy Works Cited at time of presentation. <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL PRESENTATION POINTS (130 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 320

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(460) Visual Design Team

Description

Create a new branding package for an up and coming movie.

Eligibility

Any student member may enter this team event. A team will consist of 2-4 members. Members participating in the national level competition must be registered for the event, prior to the submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

Topic

Your team has been hired to design promotional components for a new up and coming movie that has been designated as G or PG-13. The team must create a minimum of 4 items, and one must include the Movie DVD Case (Front, Spine, & Back). Other items could include: Store Movie Poster, Characters, Movie Trailer, Social Media Ad Campaign, Swag, etc.

Teams who do *not* submit an entry following this topic will be *disqualified*.

Team must supply

Display Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges

Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Apply principles of design, layout, and typography
- Generate items for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience
- Demonstrate teamwork skills needed to function effectively

Specifications

- This is a pre-submitted event. See instructions for submissions.
- All designs must be printed on 8½”x11” paper.
- It is recommended to be designed at least 300 dpi.
- **The promotion package components, signed [Release Form\(s\)](#), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org> no later than 5:00 p.m.**

Eastern Standard Time on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.

- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Confirmation of receipt will be provided when the project is submitted.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No exceptions can be made for missed deadlines due to an incorrect email address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- **Only one (1) team member should complete the submission.**
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The printed promotion components, Works Cited *must* be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The team will give a presentation on how the graphics were developed and produced. A question-and-answer session will follow.
- Team printout and forms will *not* be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only team member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- All materials, other than the required submission materials, may *not* be left with judges.

Method of evaluation

Pre-submitted Project Files
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup
No more than ten (10) minutes for the presentation
No more than five (5) minutes for judges' questions
Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(460) Visual Design Team – Pilot

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> Signed Released Form(s) Video game case cover - PDF, JPG or PNG Format At least 3 other components - PDF, JPG or PNG Format Works Cited <p style="text-align: center;"><i>All points or none are awarded by the Technical Judge.</i></p>				20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (200 points maximum)					

(460) Visual Design Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Delivery <ul style="list-style-type: none">• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.• Presents the information in a highly structured and organized manner that is easy to follow. Demonstrates a clear understanding of the topic and presents relevant, accurate information.	1-5	6-10	11-15	16-20	
Explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology and software used	1-5	6-10	11-15	16-20	
Demonstrates clear connection between all the designs components	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) <i>Must have copies for preliminaries and finals</i>				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (130 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

MAXIMUM POSSIBLE POINTS = 330

(490) Digital Communications and Design - Open Event

Description

This competition assesses knowledge of web design, animation, digital media, desktop publishing and web design languages.

Eligibility

Any Secondary division student member may enter this event.

Member may supply

Sharpened No. 2 pencils

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate knowledge of design, layout, and typography
- Demonstrate knowledge of effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate knowledge of copyright laws
- Demonstrate knowledge of applying geometric methods to solve design problems
- Demonstrate knowledge of HTML
- Demonstrate knowledge of video transitions and editing techniques
- Demonstrate knowledge of proper use of titles, lower thirds, and visual effects
- Demonstrate knowledge of broadcasting environment
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate knowledge of animation concepts and techniques
- Demonstrate knowledge of audio and sound concepts
- Demonstrate knowledge of design principles
- Demonstrate knowledge of photography composition and techniques

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

MANAGEMENT, MARKETING, and COMMUNICATION EVENTS

- (500) [Global Marketing Team](#)
- (505) [Entrepreneurship](#)
- (510) [Small Business Management Team](#)
- (515) [Interview Skills](#)
- (520) [Advanced Interview Skills](#)
- (525) [Extemporaneous Speech](#)
- (530) [Contemporary Issues](#)
- (535) [Human Resource Management](#)
- (540) [Ethics and Professionalism](#)
- (545) [Prepared Speech](#)
- (550) [Parliamentary Procedure Team](#)
- (555) [Presentation Individual](#)
- (560) [Presentation Team](#)
- (590) [Meeting and Event Planning Concepts - Open](#)
- (591) [Management, Marketing and Human Resources Concepts - Open](#)
- (592) [Parliamentary Procedure Concepts - Open](#)
- (594) [Digital Marketing Concepts - Open](#)

(500) Global Marketing Team

Description

Develop a marketing plan, following the guidelines outlined in the [Style & Reference Manual](#), that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
- Synopsis or mini plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Works Cited

Submitted separately during presentation ONLY:

- Supporting documentation (research, charts, brochures, etc.)

Eligibility

Any Secondary division student member may enter this event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Background - D'vine by Design is a local "fictitious" event planning company that specializes in organizing and managing corporate events, conferences, trade shows, weddings, and social gatherings. The company was founded in 2015 by Sarah Vine, an experienced event planner with a passion for creating unique and memorable experiences. Initially, the company started as a small venture, but through consistent dedication and hard work, it quickly gained recognition for its outstanding event management services. With a dedicated team of event professionals, a strong client base, and a positive reputation, D'vine by Design is considering expanding its operations to tap into new markets and increase its profitability.

Task – D'vine by Design has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within one to three years, with a vision for future international expansion in five to seven years. Be prepared to defend your recommendations from a marketing standpoint.

Use the Marketing Plan format in the [Style & Reference Manual](#) and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

Team must supply

Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels, or graphs in presentation

Carry-in and setup of equipment must be done solely by the teams and take place within the time allotted

Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges.

Business Professionals of America assumes no responsibility for hardware/software provided by the team.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written marketing plan
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of management and international business concepts
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must *not* exceed ten (10) pages single sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Marketing Plan format in the [Style & Reference Manual](#).
- Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the completed plan and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual conformation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the completed plan and Works Cited must be presented at the time of the presentation at NLC at both the Preliminary and Final Competition.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Technical Scoring Rubric
Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup
No more than ten (10) minutes oral presentation
No more than five (5) minutes judges' questions
Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(500) Global Marketing Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> Marketing Plan and Works Cited - PDF format <i>All points or none are awarded by the technical judge.</i>				10	
Synopsis for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

(500) Global Marketing Team (S)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speakers rarely maintain eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speakers occasionally break eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speakers maintain good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	Speakers maintain eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Teamwork and Collaboration	Each member's role is unclear or not demonstrated. Transitions between speakers are awkward or absent, and the team does not provide support for each other.	Each member's role is partially demonstrated. Transitions between speakers are somewhat choppy, and the team offers limited support for each other.	Each member's role is mostly clear. Transitions between speakers are mostly smooth, and the team provides some support for each other.	Each member's role is clearly demonstrated. Transitions between speakers are seamless, and the team supports each other throughout the presentation.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	The team does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	The team provides some supporting documentation, but it lacks organization or relevance.	The team provides adequate supporting documentation that is generally organized and relevant to the presentation.	The team provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	

Problem to Solution	The team fails to clearly identify and address the problem or present a viable solution. The problem-solution relationship is weak or absent.	The team identifies the problem and presents a potential solution, but the connection between the problem and solution lacks clarity.	The team identifies the problem and presents a viable solution. The problem-solution relationship is adequately established and logical.	The team effectively identifies the problem and presents a well-developed and innovative solution. The problem-solution relationship is highly compelling.	
TOTAL PRESENTATION POINTS (140 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <i>not</i> per judge		Points Awarded
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, Marketing Plan, and Works Cited according to the <i>Style & Reference Manual</i>	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: Marketing Plan including Title Page, Table of Contents, and Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (40 points maximum)		

TOTAL MAXIMUM POINTS = 410

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(505) Entrepreneurship

Description

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture.

NEW: This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be Entrepreneurship and Small Business (ESB) and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit:

<http://www.certiport.com>

Eligibility

Any Secondary division student member may enter this event. This business plan must reflect a new business, *not* an expansion of a current business, subsidiary business, or franchise. If a member repeats this event, he/she may *not* submit any previously used business plan. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Member must supply

Member may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation

Carry-in and setup of equipment must be done solely by the members and take place within the time allotted

No Internet access will be provided on-site at the NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written business plan for a start-up business
- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business
- In addition, an analysis of the necessary financial data required to establish their business
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The member will develop a business plan for a start-up (*not* existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, members may choose to use a fictitious address and telephone number.
- The member will demonstrate oral communication skills.
- Entries outlining the purchase of a franchise or existing business do *not* satisfy the topic and are subject to *disqualification*.
- The business plan must *not* exceed ten (10) pages, single-sided (excluding the Title page, Table of Contents, Works Cited, and supporting documentation) and must follow the Business Plan format in the [*Style & Reference Manual*](#).
- Any business plan submitted beyond the maximum number of pages will be *disqualified*.
- The completed plan must include, but is *not* limited to, the following:
 - Title Page and Table of Contents
(excluded from 10-page maximum)
 - Executive Summary
 - Description of proposed business
 - Objectives of the business
 - Proposed business strategies
 - Product(s) and/or service(s) to be provided
 - Management and ownership of the business
 - Marketing analysis
- Financial analysis
- Supporting documentation (**excluded from 10-page maximum**)
 - Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
 - Supporting documents (research, charts, brochures, résumés, etc.)

- **Submit completed business plan (do not submit supporting documentation as listed above) and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered members and/or those missing Member IDs *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the business plan and Works Cited must be provided at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The length of the presentation will be no less than five (5) minutes and no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
- No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission to use the copyrighted logo and tagline.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Certification test taken per conference schedule at NLC

Length of event

No more than three (3) minutes setup

No less than five (5) and no more than seven (7) minutes oral presentation, including the pitch to the investors

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

No more than one hundred twenty (120) minutes for certification test

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(505) Entrepreneurship

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> Business Plan - PDF format Works Cited <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

(505) Entrepreneurship

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speakers rarely maintain eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speakers occasionally break eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speakers maintain good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	Speakers maintain eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	The team does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	The team provides some supporting documentation, but it lacks organization or relevance.	The team provides adequate supporting documentation that is generally organized and relevant to the presentation.	The team provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	
TOTAL PRESENTATION POINTS (100 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no less than five (5) minutes or no more than seven (7) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, and Business Plan according to the <i>Style & Reference Manual</i>	10	
Documentation submitted at time of check-in: Works Cited and Business Plan including Title Page and Table of Contents (1 copy) <i>Must have copies for both preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS = 320

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(510) Small Business Management Team

Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. Teams must participate in both parts of the competition to be ranked.

Team must supply

- Pencils or pens
- Computer (optional)
- Portable printer w/paper (optional)
- Presentation device (optional)
- Projection equipment (optional)
- Product props (samples and promotional items) (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the team.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop and implement an action plan
- Analyze needs, prioritize, and delegate team responsibilities needed to perform required tasks
- Demonstrate a working knowledge of entrepreneurial and business management concepts
- Apply critical thinking skills to make decisions and apply problem solving techniques
- Identify key issues and document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Perform a SWOT analysis
- Organize ideas and communicate orally in group presentation

Initial Case Study Topic:

Jessica Smith owns and operates a limited liability company where she is paid to be a social media influencer. She has an active YouTube channel with about 85 million subscribers. She utilizes the channel to make videos about the perks and cons of living in New York City, as well as travel for both those who live within the city and those who plan to visit the city. Her YouTube channel is named Jess In NYC, and her subscribers help her earn about \$12,000 (gross) a month. Her main income for the business comes from ad revenue generated by her subscribers and paid by YouTube. Jessica is currently a one-woman show, and spends the majority of her day filming, editing, and posting to her YouTube channel. She also tries to carve out at least half an hour each day responding to subscriber emails and comments on her posts. Due to the fact her

business has no employees, her expenses are relatively low for the business. She currently pays herself a salary of \$100,000, leaving the extra to reinvest into the business; however, she has only been doing this for about one year. Jessica is wanting to expand her business but is unsure of what ways would be most successful and/or cost effective. Jessica is also interested in bringing on some additional employees to aid in the support and growth of her business. Jessica's primary focus is creating additional value for subscribers while maximizing revenue and growth for the business. Jessica is concerned about the potential time expanding the business would cause and needs solutions that provide growth to the business while prioritizing her time and effort.

One key fear Jessica has when attempting to grow the business is causing subscribers to feel as though she is only catering to the revenue customers bring in, instead of seeing them as a part of the community she has built around her channel. Jessica wants to find ways to grow the business and increase revenue in ways that prioritize customer/subscriber engagement. Create a presentation detailing the ways that Jessica can grow her business without alienating customers. Share insights to current industry trends, financial implications, and human resources requirements.

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

A team will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Specifications

- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- Cell phones may *not* be used in the preparation room.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than ten (10) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than five (5) minutes orientation for state and national levels
No more than thirty (30) minutes preparation time for state and national levels
No more than three (3) minutes setup in presentation room
No more than ten (10) minutes presentation time
No more than ten (10) minutes judges' questions
Finals may be required at state and national levels

Equipment/supplies provided

Case problem

Preparation room

If desired, team may bring one (1) laptop/notebook computer, portable printer with paper, projection equipment, software, poster board, and markers for use in the preparation room.

Contest presentation

Team may use one laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(510) Small Business Management Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of managerial and entrepreneurial concepts	1-5	6-10	11-15	16-20	
Implementation of plan	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (160 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 160

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(515) Interview Skills

Description

Assess proficiency in job search and interview situations.

Eligibility

Any Secondary division student member may enter this event. Member may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* be repeated. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members *must* participate in both parts of the competition to be ranked.

Member must supply

One (1) copy of their résumé and cover letter at both the Preliminary and Final Competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical writing skills to produce cover letter and résumé
- Demonstrate knowledge of employability skills
- Apply research to determine qualifications for jobs
- Demonstrate a professional image
- Demonstrate knowledge of job advancement
- Demonstrate effective communication and interpersonal skills
- Discuss understanding of workplace ethics and work environments

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Member will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Digital Solutions shown on the Organizational Chart found in the [Style & Reference Manual](#).
- Member may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, members may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- **Submit the résumé and cover letter as two separate PDF files to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills can be accepted after April 1, 2024.

- Materials from non-registered members, those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.
- The cover letter must be addressed as follows:
Ms. Julie Smith, Manager
Human Resources Department
Digital Solutions
700 Morse Road, Suite 201
Columbus, OH 43214
- One (1) copy of the résumé *may* be used for reference by the member during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- One (1) copy of the résumé and cover letter must be submitted at the time of the interview at NLC at both the Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

Method of evaluation

Technical Scoring Rubric

Interview Scoring Rubric

Length of event

No more than fifteen (15) minutes for interview

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(515) Interview Skills

Judge Number _____

Member ID _____

Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Cover Letter - PDF format • Résumé - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Cover Letter (Must follow business letter format in the Style & Reference Manual)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Résumé					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (170 points maximum)					

(515) Interview Skills

Judge Number _____

Member ID _____

Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Applicant's Greeting: Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
Applicant's Appearance: Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
Responses: Responded with appropriate answers	1-5	6-10	11-15	16-20	
Showed knowledge of potential position	1-5	6-10	11-15	16-20	
Indicated knowledge of company	1-5	6-10	11-15	16-20	
Volunteered information	1-5	6-10	11-15	16-20	
Demonstrated initiative and enthusiasm	1-5	6-10	11-15	16-20	
Asked appropriate questions	1-5	6-10	11-15	16-20	
Showed evidence of the following skills: Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
Close of Interview: Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Documentation submitted at time of check-in: Cover Letter (1 copy) and Résumé (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL INTERVIEW POINTS (250 points maximum)					

TOTAL MAXIMUM POINTS = 420

(520) Advanced Interview Skills

Description

Assess advanced proficiency in job search, interview situations, and portfolio development.

Eligibility

Any Secondary division student member may enter this event. Member may *not* enter both Interview Skills and Advanced Interview Skills in the same year. Advanced Interview Skills may be repeated. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Member must supply

One (1) copy of résumé and cover letter for both Preliminary and Final judges.

One (1) copy of portfolio, hardcopy or digital.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical writing skills to produce cover letter and résumé
- Create and effectively use an employment portfolio
- Demonstrate knowledge of employability skills
- Apply research to determine qualifications for jobs
- Demonstrate a professional image
- Demonstrate knowledge of job advancement
- Demonstrate effective communication and interpersonal skills
- Discuss understanding of workplace ethics and work environments

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Member will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Digital Solutions shown on the Organizational Chart found in the [Style & Reference Manual](#).
- Member may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, members may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- **Submit the résumé and cover letter as two separate PDF files to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2024. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.

- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Advanced Interview Skills can be accepted after April 1, 2024.
- Materials from non-registered members, those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.
- The cover letter must be addressed as follows:
 - Ms. Julie Smith, Manager
 - Human Resources Department
 - Digital Solutions
 - 700 Morse Road, Suite 201
 - Columbus, OH 43214
- Member *may* choose to use a paper portfolio or an electronic portfolio.
 - Paper portfolios may *not* be larger than 8 ½”x11”
 - Paper portfolio pages must be placed in plastic sheet protectors
 - Electronic portfolios may be displayed on a notebook/laptop computer or tablet.
- Portfolio will *not* be submitted; the member will take the portfolio into the interview to be used to demonstrate job competence. **Portfolios must not be left with judges.**
- No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for access to and their presentation of their portfolio.
- Members may access the Internet through a mobile hotspot or a hotspot on a cellular phone. If a member chooses to use their own device(s) to access the Internet, the device(s) must be setup prior to entering the presentation room. The cellular phone may *only* provide Internet access when used as a hotspot or be the sole source used to display the portfolio. Members may *not* use the device for any other purpose during their presentation.
- No time will be given for setup of equipment. If notebook/laptop or tablet is used it can only be setup by member.
- Members may *not* use any type of projection device. (Table-top projection screens, TVs, or other types of displays will *not* be allowed.)
- One (1) copy of the résumé may be used for reference by the member during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- One (1) copy of the résumé and cover letter must be submitted at the time of the interview at NLC at both the Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Advanced Interview Skills contest.

Method of evaluation

Technical Scoring Rubric

Interview Scoring Rubric

Length of event

No more than fifteen (15) minutes for interview

Finals may be required at state and national levels

Entries

Each state is allowed three (3) entries

Judges’ comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(520) Advanced Interview Skills

Judge Number _____

Member ID _____

Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> ● Cover Letter - PDF format ● Résumé - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Cover Letter (Must follow business letter format in the Style & Reference Manual)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Résumé					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (170 points maximum)					

(520) Advanced Interview Skills

Judge Number _____

Member ID _____

Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Applicant's Greeting: Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
Applicant's Appearance: Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
Showed evidence of the following skills: Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
Portfolio: Information included relates to position Presentation demonstrates job competence Effective use of portfolio	1-5	6-10	11-15	16-20	
Close of Interview: Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Documentation submitted at time of check-in: Cover Letter (1 copy) and Résumé (1 copy) <i>Must have copies for both preliminaries and finals</i>				10	
TOTAL INTERVIEW POINTS (270 points maximum)					

TOTAL MAXIMUM POINTS = 440

(525) Extemporaneous Speech

Description

Demonstrate communication skills in arranging, organizing, and effectively presenting information orally without prior knowledge of the topic.

Eligibility

Any Secondary division student member may enter this contest. The event may be repeated.

Member must supply

Sharpened No. 2 pencils, pens

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed

Specifications

- The member will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The member will be provided ten (10) minutes to develop the topic. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the member.
- Cell phones may *not* be used in the preparation room.
- The member will speak before a panel of judges and a timekeeper. No audience will be allowed.
- The length of the speech will be no less than two (2) minutes and no more than four (4) minutes.
- The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The speech will be stopped at four (4) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than ten (10) minutes preparation
No less than two (2) and no more than four (4) minutes oral presentation
No time is allotted for judges' questions
Finals may be included at state and national levels

Equipment/Supplies provided

Three (3) note cards for preparation of presentation

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(525) Extemporaneous Speech

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Speech	Below Average	Average	Good	Excellent	Points Awarded
Introduction	1-5	6-10	11-15	16-20	
Voice: Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
Organization: Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, word pictures, pronunciation	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Effectiveness: Was purpose achieved (to decide, to impress, to inform, to persuade)?	1-5	6-10	11-15	16-20	
Topic: Member stayed on topic that was drawn	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Presentation lasted no less than two (2) and no more than four (4) minutes				10	
TOTAL PRESENTATION POINTS (170 points maximum)					

TOTAL MAXIMUM POINTS = 170

SPEECH WILL BE STOPPED AT FOUR (4) MINUTES

(535) Human Resource Management

This event is dedicated in the memory of Bob Roeder.

Description

Assess interpretation of personnel policies and knowledge of human resource management.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

[Human Resources Manual](#)—The HR Manual is a *guideline* and should be used as the ultimate authority when the manual contains specific related information.

Sharpened No. 2 pencils, pens

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Model behaviors that demonstrate support for the organization's mission in order to provide quality human resource services to clients
- Describe, assess, and demonstrate rules and laws which should be followed in a human resource setting to promote occupational safety and health
- Model ethical and legal conduct while working in the human resources industry
- Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human resources setting
- Describe and apply technical knowledge and skills required in the human resources area

Specifications

- The member will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc.
- The member will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Only the [Human Resources Manual](#), along with three (3) note cards for note taking, may be used in the preparation room.
- Cell phones may *not* be used in the preparation room.
- Only the three (3) note cards may be used in the presentation room. The [Human Resources Manual](#) may *not* be used during the presentation.
- The member will speak before a panel of judges and a timekeeper.
- The length of the event is between three (3) and five (5) minutes. The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at five (5) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than twenty (20) minutes preparation time

No less than three (3) and no more than five (5) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

Equipment/supplies provided

Case scenario

Three (3) note cards

Entries

Each state is allowed three (3) entries

Members are encouraged to bring the [Human Resources Manual](#) with them for reference in the preparation room.

Members are expected to familiarize themselves with the manual prior to competition. It is permissible to write notes in the manual prior to preparation time.

Judges' comments will be returned digitally through the online judging system at the national level.

(535) Human Resource Management

Judge Number _____

Member ID _____

Presentation Scoring Rubric

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. <i>Did contestant violate this rule?</i>	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No			
If yes, please stop scoring and provide a brief reason for the disqualification in this space:					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening: Introduction of case study	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Purpose achieved, logically organized, clearly understood	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, pronunciation, gestures, poise, eye contact	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Solution to case study: Quality of solution Development of subject matter Depth of research	1-5	6-10	11-15	16-20	
Problem solving skills	1-5	6-10	11-15	16-20	
Response to Judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (140 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.		Points Awarded
Presentation lasted no less than three (3) and no more than five (5) minutes.	10	
Did <i>not</i> use any materials other than those specified for the event.	10	
TOTAL SPECIFICATION POINTS (20 points maximum)		

TOTAL MAXIMUM POINTS = 160
PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

(540) Ethics and Professionalism

Description

Explore the application of ethical frameworks to various aspects used in business today.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Demonstrate problem solving abilities

Specifications

- The member will be given a scenario dealing with ethics or professionalism. Please refer to the [*Ethics and Professionalism Resources Manual*](#) as a guide when preparing for the event.
- The member will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- **Only the [*Ethics and Professionalism Resources Manual*](#), along with three (3) note cards for note taking, may be used in the preparation room.**
- Cell phones may *not* be used in the preparation room.
- **Only the three (3) note cards may be used in the presentation room. *The [*Ethics and Professionalism Resources Manual*](#) may not be used during the presentation.***
- The member will speak before a panel of judges and a timekeeper.
- The length of the presentation should be between five (5) and seven (7) minutes. The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at seven (7) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than twenty (20) minutes preparation time

No less than five (5) minutes and no more than seven (7) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

Equipment/supplies provided

Case scenario

Three (3) note cards

Entries

Each state is allowed three (3) entries

Members are expected to familiarize themselves with the *Ethics and Professionalism Resources Manual* prior to competition.

Judges' comments will be returned digitally through the online judging system at the national level.

(540) Ethics and Professionalism

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening: Introduction of case study	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Purpose achieved, logically organized, clearly understood	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, pronunciation, gestures, poise, eye contact	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Solution to case study: Quality of solution Development of subject matter Depth of research	1-5	6-10	11-15	16-20	
Problem solving skills	1-5	6-10	11-15	16-20	
Response to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
TOTAL PRESENTATION POINTS (140 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.	Points Awarded
Presentation lasted no less than three (3) and no more than five (5) minutes.	10
Did <i>not</i> use any materials other than those specified for the event.	10
TOTAL SPECIFICATION POINTS (20 points maximum)	

TOTAL MAXIMUM POINTS = 160
PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

(545) Prepared Speech

Description

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally.

Eligibility

Any Secondary division student member may enter this event. The event may be repeated, but the topic may *not*. A member may *not* participate in Prepared Speech and either Presentation Individual or Presentation Team in the same year.

Member must supply

Easel (optional)

Props (optional)

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Utilize nonverbal gestures as needed
- Apply speaking techniques using appropriate tempo and pitch
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- Each member is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of no less than five (5) and no more than seven (7) minutes.
- The length of setup will be no more than one (1) minute.
- Setup will be stopped at one (1) minute to begin the speech.
- **The speech will be stopped at seven (7) minutes.**
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each member's speech, however, must be the result of his/her own efforts.
- Member must provide
 - At the time of check-in members must submit one (1) copy of the following documentation: Works Cited and speech outline. Use guidelines in the *Style & Reference Manual*.
 - Members must place their Member ID in the top-right corner of the header on the Works Cited and speech outline. (This addition is *not* noted in the *Style & Reference Manual*.)
 - For Finals, at the time of check-in members must submit one (1) copy of the following documentation: Works Cited and speech outline. Use the guidelines in the *Style & Reference Manual*.
 - All copies should be on 8½"x11" plain, white non-glossy paper. No binders will be accepted.

- No time warnings will be given.
- The member may use notes or note cards. A flip chart, posters, and/or props may be used.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- No electric/electronic equipment may be used.
- A topic may *not* be repeated.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event:

No more than one (1) minute setup

No less than five (5) and no more than seven (7) minutes for oral presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for competition will *not* be returned.

(545) Prepared Speech

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Introduction	1-5	6-10	11-15	16-20	
Voice: Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
Organization: Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
Content: Development of subject matter, depth of research	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, pronunciation	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Effectiveness: Was purpose achieved (to make decision, to impress, to inform, to persuade)?	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no more than one (1) minute				5	
Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) and Speech Outline (1 copy). <i>Must have copies for both preliminaries and finals</i>				10	
Speech Outline and Works Cited were formatted according to the <i>Style & Reference Manual</i> .				10	
TOTAL PRESENTATION POINTS (190 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 190

SPEECH WILL BE STOPPED AT SEVEN MINUTES

(550) Parliamentary Procedure Team

Description

Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

Eligibility

Any Secondary division student member may enter this team event. A team consists of 4-8 members.

Members that participate in this event at the National level are eligible for twelve (12) years of paid membership after participating in this event.

Team must supply

Robert's Rules of Order Newly Revised (current edition)

Sharpened No. 2 pencil or pen for secretary's minutes

Gavel

Hard copy published and/or unpublished reference materials in the **preparation room only**

Open and Closing a Meeting scripts in the preparation room only

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate understanding of parliamentary procedure
- Apply understanding of a democratic process in decision making
- Apply effective practices for conducting a business meeting
- Demonstrate ability to process specified motions
- Demonstrate understanding of time management
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business meeting setting
- Demonstrate effective communication and presentation skills

Specifications

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- Each team will be allowed a preparation period of fifteen (15) minutes immediately preceding its appearance for the event. Only team members will be allowed in the preparation room.
- A blank 3"x5" index card will be provided for each team member.
- No advisor contact from time of preparation to completion of presentation is allowed.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- Suggested Procedure - officers should be seated at the head table; the Secretary should be seated to the right of the Chairperson and parliamentarian to the left.
- After the opening ceremony, the chairperson must acknowledge a quorum and then ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary

will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.

- The Secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.
- The Secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the Secretary's notes. Secretary's Notes will be verified for content only.
- Each team will be limited to a maximum of fifteen (15) minutes for parliamentary demonstration. A warning card will be shown five (5) minutes before the maximum time and one (1) minute before the maximum time.
- **The parliamentary presentation will be stopped at fifteen (15) minutes.**
- Up to five (5) minutes will be allowed each team for questions by the judges. These questions will be directed to the chairperson for any team member to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- All team members must take an objective parliamentary procedure test. All team members must test at the same time. The average score of the team members will be added to the team score.
- Members may choose their own attire in accordance with the BPA Dress Code. Uniforms are *not* required.
- *Robert's Rules of Order Newly Revised (current edition)* will be the authority for this event. Any parliamentary procedure reference materials (published or unpublished) will be allowed in the **preparation room only**. Each team member may have one 3" x 5" note card during the presentation, but may *not* refer to the authority during the presentation.
- All written materials, as well as spoken presentations, must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to [Graphic Standards](#) in the [Style & Reference Manual](#).)

Method of evaluation

Judge's Scoring Rubric

Objective Test: All team members must test at the same time. Competitors will complete a unique objective test and are NOT taking the Parliamentary Procedures Open Event.

Length of event

Objective test taken per conference schedule - *Reference materials are NOT allowed.*

No more than fifteen (15) minutes preparation time

No more than fifteen (15) minutes parliamentary demonstration

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

This event is sponsored by:

Equipment/supplies provided

Test/Agenda

Blank sheet of paper for Secretary's minutes

One 3"x5" index card for each team member

American flag



Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Opening a Meeting

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the members a well-planned and organized meeting. This will make meetings more orderly and effective.

The Opening Ceremony

President

(Stands and raps the gavel once for attention.) The meeting will come to order. We are now holding a meeting of Business Professionals of America. Mr. /Madam Vice President, what are the major purposes of our professional organization?

Vice President

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

President

May we accomplish these objectives? Mr. /Madam Vice President, will you please present the other officers?

Vice President

With pleasure, I introduce:

(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)

Mr. /Madam President, the officers are at their stations.

President

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag?

(Raps the gavel three times to call the members and guests to stand. The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)

Everyone

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

President

Fellow members and guests, join me in stating why we are here.

Everyone

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

President

Please be seated.

Closing a Meeting

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted.

Equipment and Supplies

Gavel

The Ceremony

President

Mr. /Madam Secretary, do you know of any further business which should be transacted at this time?

Secretary

(Rises, replies, and sits down.) I have none, Mr. /Madam President.

President

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

(550) Parliamentary Procedure Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric/Criteria

Judge 1 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Chairperson’s presiding ability						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Clarity and correctness of business transactions						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Total Points Awarded by Judge 1 Only (120 points maximum)						

Judge 2 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Followed voting procedures						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Judges’ questions						
Question #1	0	1-3	4-6	7-9	10	
Question #2	0	1-3	4-6	7-9	10	
Question #3	0	1-3	4-6	7-9	10	
Total Points Awarded by Judge 2 Only (90 points maximum)						

(550) Parliamentary Procedure Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric/Criteria

Judge 3 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
General participation by members, excluding secretary.						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Quality of discussion and power of expression, communication skills, and poise.						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.						
Included Opening and Closing ceremonies					10	
Followed designated order of business					10	
Secretary's handwritten notes of the meeting prepared in a legible manner					10	
At least two original team members in attendance at time of presentation					10	
Total Points Awarded by Judge 3 Only (160 points maximum)						

Total Parliamentary Presentation Points = 370 points maximum

TOTAL MAXIMUM POINTS = 370 + the average of the team members' scores from the Objective Test

(555) Presentation Individual

Description

Using current technologies and software, prepare and deliver an effective multimedia presentation.

Eligibility

Any Secondary division student member may enter this event. A member may *not* participate in more than one of the following events in the same year: Presentation Individual and Prepared Speech. A previously used presentation may *not* be used.

Topic

Each year 1 out of 10 American college students studies abroad during their undergraduate years. Colleges and universities promote this experience as an opportunity to study while traveling and learning about other cultures. Some colleges/programs even require such an experience for graduation. Create a presentation that delves into this enriching post-secondary experience.

Topics to consider include but are not limited to:

- Why study abroad
- The positives of studying abroad
- The challenges of studying abroad
- The top destinations
- The costs of studying abroad
- How it can affect credits for graduation

Members who do *not* submit an entry that follows this topic will be *disqualified*.

Member must supply

Presentation device and software

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills to create a multimedia presentation which will enhance the oral presentation
- Demonstrate effective oral communication skills
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- The member shall design a computer-generated multimedia presentation on the assigned topic.
- The member is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- Member should use space, color, and text as design factors.
- Use of graphics, including charts, is to be a part of the presentation.
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the signed Release Form(s) and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Format of Works Cited must be according to [Style & Reference Manual](#).
- If the Business Professional of America logo is used, graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The member is responsible for securing a signed [Release Form](#)(s) from any individual whose name, photograph, and/or other information is included in the presentation.
- The presentation content must be on the member's computer hard drive, a CD-ROM/DVD, or a USB drive.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than three (3) minutes for setup

No less than seven (7) and no more than ten (10) minutes for oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Individuals in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for competition *cannot* be returned.

(555) Presentation Individual

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (220 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.		Points Awarded
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Works Cited (1 copy) and signed Release Form (s) (1 copy) at time of presentation <i>Must have copies for both preliminaries and finals</i>	10	
Works Cited formatted according to the Style & Reference Manual	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS =250

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(560) Presentation Team

Description

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

Eligibility

Any Secondary division student member may enter this team event. A team will consist of 2-4 members. A member may *not* participate in more than one of the following events in the same year: Presentation Team and Prepared Speech. A previously used presentation may *not* be used.

Topic

Many employees are beginning to question the fairness, enforceability, and legality of non-compete clauses in their employment contracts. Many employees are choosing to ignore their non-compete agreements and taking the risk of their former companies pursuing legal action. Others are choosing to refuse to work for any employer that forces new hires to sign non-compete agreements. Create a presentation that discusses the following concept of non-compete clauses.

Things to consider but are not limited to:

- What are the pros and cons of non-compete agreements?
- Do you believe they are fair? Feasible?
- What role (if any) should non-compete agreements have in a modern workforce?

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Team must supply

Presentation device and software

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges.

Teams must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the team.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate effective teamwork skills needed to function in a business setting
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation
- Demonstrate effective oral communication skills
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- The team shall design a computer-generated multimedia presentation on the assigned topic.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The presentation should use space, color, and text as design factors.
- Use of graphics, including charts, is to be a part of the presentation.
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All members of the team must participate in the "live" presentation.
- All team members must participate to be ranked.
- All team members may confer on the questions and are encouraged to share in the responses.
- One (1) copy of the signed Release Form(s) and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Format of Works Cited must be according to [Style & Reference Manual](#).
- If the Business Professional of America logo is used, graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The team is responsible for securing a signed [Release Form](#) from any individual whose name, photograph, and/or other information is included in the presentation.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.

Method of evaluation

Judge's Scoring Rubric

Length of event:

No more than three (3) minutes setup

No less than seven (7) and no more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for competition *cannot* be returned.

(560) Presentation Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Participation by all team members	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (240 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.	Points Awarded
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10
Documentation submitted at time of check-in: Works Cited (1 copy), and signed Release Form (s) at time of presentation <i>Must have copies for preliminaries and finals</i>	10
Works Cited formatted according to the Style & Reference Manual	10
All registered team members in attendance for entire event	10
TOTAL SPECIFICATION POINTS (40 points maximum)	

TOTAL MAXIMUM POINTS = 280

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(590) Meeting and Event Planning Concepts - Open Event

Description

To provide a general competitive event addressing business meeting management which incorporates fundamental concepts accepted as good practices in any business unit including business planning and strategy, organization and execution, trust and transparency.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

The competencies assessed relate to the *Meeting and Business Event Competency Standards* produced by Meeting Professionals International.

- **Manage all aspects of project for success of event**
 - Plan meeting or event project
 - Manage event finances and budget
 - Manage monetary transactions
 - Perform administrative tasks
 - Acquire staff and volunteers
 - Train staff and volunteers
 - Create meeting or event design
 - Engage speakers and performers
 - Coordinate food and beverage services
- **Develop plan for managing movement of attendees**
 - Manage site
 - Select site and design site layout
- **Manage on-site communications**
 - Manage marketing materials
 - Manage meeting or event merchandise
- **Exhibit professional behavior**
- **Conduct business communications**

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

(591) Management, Marketing and Human Resources Concepts - Open Event

Description

Assess knowledge of management, marketing, and human resources concepts.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of management concepts and skills
- Demonstrate knowledge of marketing concepts and skills
- Demonstrate knowledge of human resource concepts and skills
- Demonstrate knowledge of business finance concepts and skills
- Demonstrate knowledge of entrepreneurship concepts and skills
- Demonstrate knowledge of global business concepts and skills

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

(592) Parliamentary Procedure Concepts - Open Event

Description

Assess knowledge of parliamentary procedure. Test questions are based on the *Dunbar's Manual of Parliamentary Procedure Test Questions I*.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of parliamentary principles
- Demonstrate knowledge of parliamentary terminology
- Identify the various kinds and characteristics of motions
- Describe voting methods, techniques, and rules
- Identify debatable and non-debatable motions
- Identify techniques for conducting a meeting

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

Reference materials may *not* be used for any Open Event

This event is sponsored by:



(594) Digital Marketing Concepts - Open Event

Description

Assess knowledge of digital marketing concepts.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Identify the use of social media in marketing communications to obtain customer attention and/or to gain customer insight
- Demonstrate effective marketing research procedures and findings to assess credibility
- Describe types of digital advertising strategies that can be used to achieve promotional goals
- Understand design principles to communicate needs to designers
- Assess advertisements to ensure achievement of marketing communications goals/objectives
- Demonstrate the ability to develop an advertising campaign to achieve marketing communications objectives

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

This event is sponsored by:



HEALTH ADMINISTRATION EVENTS

- (600) [Medical Coding](#)
- (605) [Health Insurance and Medical Billing](#)
- (610) [Health Administration Procedures](#)
- (615) [Health Research Presentation](#)
- (690) [Health Administration Concepts - Open Event](#)

(600) Medical Coding

Description

This contest will test the student's knowledge and skills in medical coding.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Must supply latest release of medical coding reference manual

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical coding skills to a variety of medical diagnoses/conditions
- Demonstrate knowledge of coding guidelines
- Explain what code numbers are used in various healthcare settings
- Recognize the coding method by the number assigned
- Assign codes accurately using appropriate coding guidelines
- Accurately define coding terms, abbreviations, and symbols
- Determine coding sequence based on diagnoses provided

Method of evaluation

Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(605) Health Insurance and Medical Billing

Description

Assess the student's knowledge of insurance verification, prior authorization, insurance claim submission, insurance payment posting, and medical billing operations.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Must supply latest release of medical coding reference manual

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate understanding of various types of insurance (private, third-party payer, government, group, individual, etc.)
- Highlight insurance verification skills (troubleshooting insurance eligibility, determining primary vs. secondary coverage, etc.)
- Complete insurance prior authorization requests for different types of healthcare
- Accurately complete insurance claim submission forms (HCFA 1500, etc.)
- Reconcile insurance payments with patient payments
- Demonstrate understanding of medical billing operations and patient account management

Method of evaluation

Application and Objective - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(610) Health Administration Procedures

Description

Evaluate knowledge of medical terminology and skills needed to prepare medical documents and function effectively in a medical office. Tests are written using AHDI guidelines and Taber's or Dorland's medical dictionaries.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills to produce a variety of medical office documents
- Demonstrate knowledge of the basic terminology and office procedures needed to function effectively in a medical office
- Provide customer support and service
- Prepare and maintain inventory of equipment and supplies
- Maintain filing systems (alphabetical, subject, numerical, and chronological) using ARMA rules
- Apply formatting and place information in correct SOAP and HPIP format
- Prepare telephone messages
- Proofread using edited copy
- Utilize knowledge of medical ethics and etiquette
- Prepare and process medical records, process payments
- Use correct format in preparing a variety of medical reports
- Maintain patient account records and prepare billing statements
- Work with insurance companies to process patient accounts

Equipment/supplies provided

Computer, printer, and paper

Software as designated for this event

Method of evaluation

Application and Objective Test - *Reference materials are allowed.*

Length of event

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

(615) Health Research Presentation

Description

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally on the provided health topic.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Presentation device and software

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the member.

Props or visual aids are allowed in this competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.

No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Topic

Currently, only 27 states grant nurse practitioner full medical autonomy for independent medical practice. Nurse practitioner are advanced level nurses with approximately 6-8 years of additional education and training beyond that of a registered nurse. Your state department of health is considering changing the autonomy they give nurse practitioner within their state and have asked you to present a presentation outlining your recommendation. Do you believe that nurse practitioner should be granted independent autonomy, or should be required to operate under the supervision of a physician? Defend your opinion based upon relevant factual findings.

Competencies

- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation
- Demonstrate ability to successfully address and resolve difficult situations with physicians (i.e. - changing a doctor's schedule to accommodate operational needs)
- Provide excellent customer service to a patient and resolve their concern while maintaining compliance with all healthcare regulations
- Understand and explain a complex healthcare policy

Specifications

- The member shall design a computer-generated multimedia presentation on the assigned topic.
- The member is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

- Member should use space, color, and text as design factors.
- Use of graphics, including charts, is to be a part of the presentation.
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the signed Release Form(s) and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Format of Works Cited must be according to [Style & Reference Manual](#).
- If the Business Professional of America logo is used, graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The member is responsible for securing a signed [Release Form](#)(s) from any individual whose name, photograph, and/or other information is included in the presentation.
- The presentation content must be on the member's computer hard drive, a CD-ROM/DVD, or a USB drive.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than three (3) minutes for setup

No less than seven (7) and no more than ten (10) minutes for oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for competition *cannot* be returned.

(615) Health Research Presentation

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (220 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.		Points Awarded
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Works Cited (1 copy) and signed Release Form (s) (1 copy) at time of presentation <i>Must have copies for both preliminaries and finals</i>	10	
Works Cited formatted according to the Style & Reference Manual	10	
TOTAL SPECIFICATION POINTS (30 points maximum)		

TOTAL MAXIMUM POINTS =250

PRESENTATION WILL BE STOPPED AT TEN (10)

MINUTES

Props and/or additional items shall not be used as a basis for scoring.

(690) Health Administration Concepts - Open Event

Description

This contest will assess the student's knowledge of insurance verification, prior authorization, insurance claim submission, insurance payment posting, and medical billing operations.

Eligibility

Any Secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). Members who violate this rule will be *disqualified*.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Concepts of medical terminology (word parts, abbreviations, suffixes, prefixes)
- Integumentary System
- Skeletal and Muscular Systems
- Blood, Lymphatic System, and Immunology
- Cardiovascular System
- Respiratory System
- Digestive System
- Urinary System
- Reproductive Systems
- Nervous System
- Endocrine System

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

WORKPLACE SKILLS ASSESSMENT PROGRAM RECOMMENDATION PROCEDURES

How to Submit a Recommendation:

1. Input from local advisors and/or students for changes in workplace skills assessments shall be submitted on the Workplace Skills Assessment Program Recommendation Form located online at: register.bpa.org by June 15.
2. Recommendations for all changes in events and specifications must describe suggested wording change in the Secondary/Post-secondary Guidelines for the Workplace Skills Assessment Program.
3. Recommendations for all changes in the administration of workplace skills assessments must describe the suggested procedure to be followed by event administrators.
4. Recommendations, including a clearly stated rationale for all changes, must be completed and keyed with no abbreviations. Please attach all supporting documentation, if applicable. For example: if the recommendation concerns a form, refer to and attach the specific form; if it concerns a pilot test, refer to and attach the specific test.
5. Submitted recommendations must include:
 - a) specific recommendation
 - b) clearly stated rationale
6. Recommendations received after June 15, but prior to the summer CEAC meeting, must be distributed directly to each state advisor, CEAC representative, and the National Center.

How Recommendations are Answered:

1. CEAC will bring the state priority recommendations to the summer meeting for CEAC action as:
 - a) approved as presented
 - b) approved with changes
 - c) rejected
 - d) point of information
 - e) tabled
2. If the recommendation is approved, and it is a major change, it will be taken to the Programs Committee of the Board of Trustees. Other changes will be presented as a “point of information.”
3. Recommendations rejected will be returned to the originating state with an explanation.
4. The Programs Committee will review the CEAC recommendations and submit to the full Board of Trustees for final approval and implementation.

WORKPLACE SKILLS ASSESSMENT PROGRAM

PILOT PROCEDURE

- Step 1 A PROPOSAL FOR WORKPLACE SKILLS NEW EVENT** be completed by the person proposing the event in coordination with their State Advisor and their CEAC representative(s). This form will be located on the Business Professionals of America website and in the Workplace Skills Assessment Guidelines.
- Step 2 Summer:** At the summer meeting, a need for a new event is presented and supported by a majority of members of SAAC and CEAC. A minimum of two states must agree to pilot the proposed event at either/or both regional and state levels. The proposed event is recommended for Board approval.
- Step 3 Summer:** The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.
- Step 4 Fall:** The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has *not* been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.
- Step 5 Spring:** Proposed event is piloted in at least two states at their spring conference. Event may also be piloted at the regional level, if desired. Each piloting state will conduct an evaluation to be administered immediately upon completion of the contest. Evaluations should be completed by:
- a. All participants
 - b. Administrators, proctors, graders, judges
 - c. State CEAC representatives
 - d. State Advisors
- Step 6 Spring:** Proposed event is piloted at NLC.
- a. Only students who competed in the pilot event at the state conference may compete in the pilot event at NLC.
 - b. The number of entries per state in the pilot event will be the same as any other event in the same category.
- Step 7 NLC:** Participants in the pilot event at NLC will be recognized in the same way as participants in other events in the same category.
- Step 8 NLC:** At the conclusion of the pilot, the following groups will evaluate the event:
- a. All participants
 - b. Administrators, proctors, graders, judges
 - c. CEAC members present
 - d. SAAC members present
- Step 9 Summer:** At the summer meeting, the proposed new event will be audited by CEAC and submitted for Board review. Joint CEAC and SAAC recommendations will also be submitted for review. If approved by the BOT, authorship will be assigned by the Director of Education & Professional Development and an addendum to the Guidelines will be sent to all states.

