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# Secondary Guidelines 2024-25

Workplace Skills Assessment Program

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## 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.

## **2024-25 WSAP What's Changed/What's New**

Welcome to the 2024-25 membership year. Here's what's new for the Secondary Level Guidelines:

### **General WSAP Updates (applicable to multiple competitive events)**

- 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.
- Events requiring Certiport Microsoft Office Specialist certification will now use MOS 365 instead of MOS 2019.
- For the pre-submitted judged events, the requirement to bring additional copies of works cited, release forms, or other competition documents has been removed. The documents must still be submitted during the pre-submission project upload process according to the technical rubrics.
  - NOTE: Although the requirement has been removed, no points will be awarded if contestant(s) choose to bring the documents as part of their presentations.

### **WSAP Updates (Specific Assessment Area Changes)**

#### **100's Finance**

- None

#### **200's Business Administration**

- None

#### **300's Management Information System**

- None

#### **400's Digital Communication and Design**

- 460 Visual Design Team – this event was moved out of the pilot status and adopted as a full event.

#### **500's Management Marketing Human Resources**

- 520 Advanced Interview Skills – Certiport's Communication Skills for Business Professional certification was added as a required component.

#### **600's Health Administration**

- None

#### **Virtual Events**

- V11 2D Animation Team – this event was moved out of the pilot status and adopted as a full event.
- V12 Social Media Marketing Team – Certiport's Meta Certified Digital Marketing Associate certification was added as a required component. This event was moved out of the pilot status and adopted as a full event.

- V13 Esports Team – this event was moved out of the pilot status and adopted as a full event. The gameplay round for Secondary and Postsecondary was changed from Rocket League to Fortnite and the registration fee from \$20 per team to \$50 per team.
- V14 Ethical Leadership & Decision-Making Team - this event was moved out of the pilot status and adopted as a full event.
- V15 Virtual Interview and Digital Portfolio Design - Pilot has been added a new virtual event pilot.



**WSAP INDUSTRY CERTIFICATION ALIGNMENT CHANGES**

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

<b>Competitive Event</b>	<b>2024-25 Certification Alignment</b>
<b>(200) Fundamental Word Processing</b>	<b>Word Processing (Precision Exams by YouScience)</b>
<b>(205) Intermediate Word Processing</b>	<b>MOS Word 365 Associate (Certiport)</b>
<b>(210) Advanced Word Processing</b>	<b>MOS Word 365 Expert (Certiport)</b>
<b>(215) Integrated Office Applications</b>	<b>MOS PowerPoint 365 Associate (Certiport)</b>
<b>(230) Fundamental Spreadsheet Application</b>	<b>MOS Excel 365 Associate (Certiport)</b>
<b>(235) Advanced Spreadsheet Applications</b>	<b>MOS Excel 365 Expert (Certiport)</b>
<b>(240) Database Applications</b>	<b>MOS Access 2019 Expert (Certiport)</b>
<b>(300) Computer Network Technology</b>	<b>IT Specialist - Networking (Certiport)</b>
<b>(305) Device Configuration &amp; Troubleshooting</b>	<b>IT Specialist - Device Configuration and Management (Certiport)</b>
<b>(315) Network Administration Using Cisco</b>	<b>Cisco Certified Support Technician Networking (Certiport)</b>
<b>(320) Computer Security</b>	<b>IT Specialist - Network Security (Certiport)</b>
<b>(330) C# Programming</b>	<b>IT Specialist - Software Development (Certiport)</b>
<b>(340) Java Programming</b>	<b>IT Specialist - Java (Certiport)</b>
<b>(345) SQL Database Fundamentals</b>	<b>IT Specialist - Databases (Certiport)</b>
<b>(350) Linux Operation System Fundamentals</b>	<b>Linux Pro (TestOut)</b>
<b>(355) Python Programming</b>	<b>IT Specialist - Python (Certiport)</b>
<b>(400) Fundamental Desktop Publishing</b>	<b>Desktop Publishing I (YouScience)</b>
<b>(405) Advanced Desktop Publishing</b>	<b>Desktop Publishing II (YouScience)</b>
<b>(415) Fundamentals of Web Design</b>	<b>IT Specialist - HTML and CSS (Certiport)</b>
<b>(505) Entrepreneurship</b>	<b>Entrepreneurship and Small Business (Certiport)</b>
<b>(520) Advanced Interview Skills</b>	<b>Communication Skills for Business Professional (Certiport)</b>
<b>(V12) Social Media Marketing Campaign Team</b>	<b>Meta Certified Digital Marketing Associate (Certiport)</b>

## 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 and campaign managers 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](http://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 registered members 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, which 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 presentations or preparation for 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.

## 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

### **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 the 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.

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
- (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.

## **2024-25 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 animal rescue in your area. The organization would like to promote the need for volunteers to assist with the animals and would like to focus on the rewards of being a volunteer.

### **(V02) Virtual Multimedia and Promotion Team**

**Topic:** Create a 3:00 - 5:00 minute video to imagine what a career might look like in the future and create a video presenting unique and futuristic job roles.

### **(V03) Software Engineering Team**

**Topic:** Develop a fantasy game in The Lost City of Atlantis. Player(s) dive into the underwater ruins of Atlantis to uncover its secrets and complete a quest for lost artifacts. They must solve ancient puzzles, avoid underwater hazards, and interact with the remnants of Atlantean technology. Key features should include underwater exploration with environmental challenges, ancient technology and puzzle-solving, interaction with mythical sea creatures, and remnants of an advanced civilization. "The Lost City of Atlantis" should be part of the title of the game – i.e: Laura Croft: Tomb Raider.

### **(V04) Web Application Team**

**Topic:** Companies are looking for ways to keep their employees healthy which can reduce health insurance rates and boost company morale. Develop a Healthy Habit Team Tracker web application to track teams of users' data for team competition. This application will help users build and maintain healthy habits, encourage team building, and promote comradery in the workplace. The app should allow users to set up a team in competition with other teams. Each team can set daily and weekly goals, track their progress, and share and receive motivational reminders. The team can earn digital team badges that will display in the app.

### **(V05) Mobile Applications**

**Topic:** Keeping track of the aspects of a healthy lifestyle is more important to consumers than ever before. Develop a Healthy Habit Tracker mobile app that helps users build and maintain healthy habits. The app should allow a user to set personal goals, track their progress, and receive motivational reminders. Users can earn digital badges that will be displayed in the app.

### **(V06) Promotional Photography**

**Topic:** Take a sports action photo. The photo should convey the effort, focus, and/or emotion of the individual or individuals participating in the sport.



### **(V07) Cybersecurity/Digital Forensics**

**Topic (Round Two Competitors Only):** You have been asked to develop a presentation on what you believe is a significant threat to organizations as they implement Cybersecurity (threats presented by AI are not allowed.) Suggested topics to cover include, but are not limited to:

- The dangers presented by the threat
- Methods for detecting and preventing threat
- Potential limitations to preventing the threat
- The impacts of those affected if your threat

### **(V10) Virtual Branding Team**

**Topic:** Your team has been contracted to promote an urban gardening enthusiasts club in your state called City Sprouts Collective.

- Social media (30-second promo video)
- Club Member t-shirts (Full Color, front and back design)
- Promotional materials for upcoming community events, workshops, and meetings
- Mobile app mockup (event schedule, specifications, resources, etc.)
- Event website mockup (event schedule, specifications, resources, 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**

**Topic:** Create a 2D animation tale of a lost toy finding its way back home to its owner.

### **(V12) Social Media Marketing Campaign Team**

**Topic:** You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults.

Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that.

Task - Create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platforms.

### **(V13) Esports Team**

**Topic:** As competitive video gaming grows in popularity and esports balloons into a multi-billion-dollar global phenomenon, a myriad of career opportunities has arisen that extend beyond just playing the games. Research the benefits of, and steps to, starting an esports team, the aptitudes needed by teammates to successfully compete, and the workforce ready skills that are learned by people who participate in competitive gaming. Be sure to consider the role of technology career-readiness and the transferable skills that are developed by participants. The games played will be Rocket League (Middle Level) and Fortnite (Secondary/Postsecondary).

### **(V14) Ethical Leadership & Decision-Making Team**

#### **New Teacher Tries to Collect Books for Classroom Library**

Caroline is a new elementary educator trying to build a library for her classroom over the summer. So far, Caroline has mostly purchased books with her own money, but her funds are starting to run low—and school starts in just a few weeks.

While scrolling through Instagram one day, Caroline is excited to see that there's a book fair next weekend offering heavily discounted books. When she takes a look through the book fair's offerings, she finds a great collection of books at a fraction of the price they would normally cost.

There's just one problem—the author of these books has recently come under fire for problematic ideas that reportedly appear in some books' language and illustrations. Not everyone finds the old books problematic, but there's a chance that a small group in her school community will have strong opinions about including the books in her classroom library.

None of the specific books in this collection contain this questionable content, but Caroline isn't sure she should purchase these books given the reputation of the author. However, it's a great deal, and Caroline knows students will suffer without books in the classroom.

What should Caroline do? Should she purchase the books to make sure her students have sufficient and engaging reading material for the coming school year, even if a small population takes issue? Or should she forgo the purchase, running the risk of not finding enough books in time for school to begin?

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.

### **(150) Financial Analyst Team**

Ellie has always had a passion for gold jewelry and has decided to turn her hobby into a small business. For the past several years, Ellie has been selling her gold jewelry at trade shows and online. Ellie has received interest from several partners who want to place large orders and carry her products as part of their permanent collections. Ellie has been operating her business as a hobby but has decided that now is the time to create a small business and operate it full-time. Ellie does not know much about the different types of business organizations and would like your advice on what type of business she should start. Ellie will be investing \$100,000 of her own money into the business, in addition to contributing equipment worth \$400,000. Ellie estimates that this equipment still has 10 years of life left and estimates that she will be able to sell it for \$40,000 at the end of that time. Ellie has also secured a \$500,000 loan from First Bank with an annual interest rate of 5% for 10 years.

Based on last year’s prices and her current orders, Ellie has created the following materials budget for the next six months. She normally marks up her jewelry at 32% of the price of the gold. Ellie does not keep any inventory of gold on hand since she is a made-to-order business.

Month 1	\$1,405
Month 2	1,240
Month 3	1,318
Month 4	1,390
Month 5	1,308
Month 6	1,230

Ellie estimates her other expenses to be as follows for the next six months:

Accountant	\$2,500
Marketing	5,000
Packaging	2,000
Shipping	3,000
Insurance	12,000
Rent	12,000
Supplies	3,000
Utilities	4,000

Ellie is currently owed \$6,000 from previous orders; 10% of the amount owed to Ellie is over 30 days past due.

As Ellie embarks on this entrepreneurial journey, she seeks advice on several critical aspects of starting and managing her business: the type of business entity to form, the inventory valuation method to use, the depreciation method to adopt, and the accounting for accounts receivables. Ellie has asked you to prepare a recommendation for these questions, as well as others that she has not considered, as well as pro forma financials to help her get her business off the ground.

**(155) Economic Research Individual**

**Topic:** Investigate the economic impact of digital streaming services on traditional media. In your response, consider the following:

- Effects on revenue and market share of traditional media
- Influence on consumer media consumption habits
- Changes in advertising strategies and business models
- Role of technology and innovation in media delivery
- Impact on content creation and distribution
- Long-term trends in media industry dynamics

### **(160) Economic Research Team**

**Topic:** Explain the primary objectives of monetary policy and discuss the tools central banks use to achieve these objectives. Evaluate the effectiveness of these tools in managing inflation and promoting economic stability, providing real-world examples to support your argument.

In your response, consider the following:

- the main tools used by central banks to implement monetary policy, including open market operations, the discount rate, and reserve requirements.
- criticisms regarding the effectiveness and possible unintended consequences of central banks
- future challenges and opportunities for central banks

### **(260) Administrative Support Research Project**

**Topic:** The importance of business etiquette in the workplace is multi-faceted and contributes significantly to the success and functions of any organization. Business etiquette involves a set of behaviors and expectations that facilitate respectful and effective interactions among colleagues, clients, and stakeholders. Explain in detail how you would train a new administrative assistant on Digital Solutions' employee expectations regarding this topic.

#### **Topics to Consider are:**

Importance of Business Etiquette in the Workplace such as:

- Professional Image
- Effective Communication
- Building Relationships
- Cultural Sensitivity
- Career Advancement
- Company Reputation

Learning Business Etiquette Domestically such as:

- Training Programs
- Mentorship
- Books and Online Resources
- Networking Events

### **(325) Network Design Team**

**Topic:** Java Junction, headquartered in Maplewood, New Jersey, is a growing coffee shop chain with three existing locations. They plan to expand and open three more locations within a few years. Each is a miniature shack in the parking lots of larger businesses. The new locations are looking into migrating to a retail/restaurant space with the other three locations. Their organization and unification of their computer network are nonexistent. Java Junction seeks contracts to redesign and build a current network design to support its existing locations and add additional locations to industry standards and current specifications. Hoping to provide that warm and inviting coffee shop atmosphere where coffee enthusiasts can seek a cozy retreat with the espresso sounds to read an eBook, but also can provide space for customers to continue their daily work outside the office. Additionally, it caters to the students and patrons busy with study, seeking inspiration for their next adventure.

As a part of their business expansion plan, they would like to update their Java Junction shacks with better network infrastructure, providing a reliable and secure connection to these locations and a state-of-the-art network infrastructure to carry them forward. Currently, Java Junction has three existing

locations. These built-in mini shacks are in parking lots of anchor stores, and the headquarters is in a small office space in Maplewood, New Jersey.

Currently, the three locations are Bend, Oregon; Ashville, North Carolina; and Fredericksburg, Texas. These mini shacks are cleverly utilized for the coffee-making experience. They are on a short-term lease with their anchor stores and must be mobile to move at any time. The front has a walk-up window, and the side is a drive-thru window. Inside, the coffee machines are in the center of the hut. There is no customer seating on the inside, but it does have some outdoor patio seating in a section of the parking spaces each is occupying. In Bend, Oregon, the location currently uses an employee phone to connect their credit card terminal to the Internet to process credit cards because there is no suitable wired connection. The transactions are in a cash drawer under the front and drive-thru counters. In Ashville, North Carolina, this location was fortunate enough for the anchor store to allow them to connect an Ethernet cable from the store to a small aging 802.11b wireless Cable/DSL router for credit card transactions. Finally, Fredericksburg, Texas, obtained a cellular hotspot to provide Internet access to its credit card terminal and computerized point-of-sale system. At the Texas location, they also allow customers to connect to the hotspot to enjoy the Internet while they have coffee and work on tasks outside the office on the patio.

The Maplewood, New Jersey office has a receptionist, inventory curator/quality manager, accounts payable/receivable, and owner. They have a small five-room office with separate spaces for each employee and a break room which doubles as the conference room. Currently, they are using a single 802.11g wireless router connected to a small DSL connection of 25Mbps through a wireless connection. Each employee complains that the Internet is slow and that their computers are constantly buffering. They also travel to the locations several times throughout the year to ensure their business is still top-notch.

Java Junction is looking into expanding into Austin, Texas, Myrtle Beach, South Carolina, and Oak Bluff, Massachusetts. Each of these locations will be structured the same. All have a coffee counter with two order stations, a drive-thru window, a kitchen in the center, a customer seating/lounge area, and a private room for events; the whole space is approximately 2,000 square feet. Eventually, they will expand their menu to include food items other than the bakery items they are receiving frozen from the delivery supply food service.

Java Junction needs a proposal for the following:

- Secure and reliable network infrastructure for the office and all locations, existing and new
  - Ability to centrally manage devices, point-of-sale, applications, and inventory across all coffee shops
- Scalable design to accommodate the ever-expanding coffee shop growth
- New and improved Wi-Fi performance for customers.

#### **(410) Graphic Design Promotion**

**Topic:** A new energy drink called ChargedUp has contacted you to design all the brand images and packaging for this new drink. You will need to create the following:

- Logo with tagline (Max out Your Day)
- Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a fridge pack for four (4) energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a Point of Purchase display/shelf stand

#### **(420) Digital Media Production**

**Topic:** Create a one to two (1:00 – 2:00) minute public service announcement (PSA) about anti-bullying, mental health awareness, or an environmental issue. This video must have an impactful message, a call to action, an opening graphic, and educational content.

#### **(425) Computer Modeling**

**Topic:** Your challenge is to model the interior of a living room designed for a military veteran who uses a wheelchair. Your design should include furniture, lighting, and decor to ensure the space is fully accessible and functional. The layout must allow the veteran to easily navigate and utilize all parts of the room, providing both comfort and independence. Focus on innovative solutions and thoughtful design to create a welcoming and practical environment.

#### **(430) Video Production Team**

**Topic:** Create a three to five (3:00 - 5:00) minute informative video showcasing the farm-to-table movement, the journey of food from its origins on a local farm to its final destination on a plate. If you do not have access to a local farm, you can incorporate a local community garden or farmer's market. The video should capture the following aspects:

- Introduce a local farm, community garden or farmer's market. Highlight the farmers, community garden or farmer's market and their sustainable practices
- Illustrate the distribution process including transportation and logistics involved in getting the food from the farm, community garden or farmer's market to our food supply chain
- Capture the end-user experience focusing on families or individuals purchasing and preparing a meal using farm-sourced ingredients
- Include interviews with experts relating to the farm industry, community garden, or farmer's market and/or consumers about their views on the importance of eating locally sourced food

#### **(435) Website Design Team**

**Topic:** A local up-and-coming rock band, Stage Fright, has contracted your team to create a website for them. Your site must include, but is not limited to:

- About – Write a description of the band along with profiles for each band member, their music, and how the band got started
- Tour Dates – Create a schedule of dates and locations with online ticket purchasing
- Merch (swag) – Create a page with your choice of merchandise for the band to sell along with purchasing options
- Contact Us – Include a booking link, email link, and customer service link

#### **(440) Computer Animation Team**

**Topic:** The government is developing plans to establish a colony on Mars. Your team has been selected to create a detailed animation mockup of a future Martian city. The mockup should include housing, innovative buildings, transportation systems, and public spaces. Showcase how humans might live, work, and thrive on the Red Planet, highlighting cutting-edge technology and sustainable practices.

#### **(445) Broadcast News Production Team**

**Topic:** Create a three to five (3:00 - 5:00) minute news broadcast containing a weather segment, a teaser, and a story that is informative and engaging to help educate teenagers on essential financial knowledge and the steps they can take now to secure a successful financial future. The video should highlight important financial concepts such as:

- Saving
- Investing
- Budgeting
- Understanding credit

#### **(450) Podcast Production Team**

**Topic:** Create a three to five (3:00 - 5:00) minute podcast discussing social media trends and their impact on teen culture. Explore topics such as TikTok challenges and/or the rise of social media influencers and how social media shapes opinions.

#### **(455) User Experience Design Team**

**Topic:** Develop a digital shopping platform tailored to support a new cafe opening in your hometown called The Brew Barn. Your design must include the following:

- Responsive website mockup
- Mobile app mockup
- Social media campaign mockup (teams can choose the social media platform of their choice)

Suggestion user experiences to include:

- Allow users to easily browse drinks and other menu items, accumulate rewards for purchasing menu items and merchandise, and review items to earn free rewards.
- Highlight new specialty drinks and menu items and upcoming events for a season of your choice.
- Integrate social media features to enhance customer engagement and provide a platform for small businesses to connect with their customers.

#### **(460) Visual Design Team**

Your team has been hired to design promotional components for a local farmers market, Rustic Roots – Nature’s Charm, Crafted with Care. The team must create a logo for the farmers market and at least three (3) additional items. Other items could include a roadside sign/banner, postcard, T-shirt, swag, reusable bag, social media ads for Facebook, Instagram, and TikTok, etc. In addition to the logo, include the following information on the three (3) items:

- Location: Alligator Lake, Downtown Orlando, FL
- Dates: April – October on Saturdays
- Operating Hours: 7 a.m. – 1:30 p.m.

### **(500) Global Marketing Team**

**Topic:** Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

**Task:** Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

### **(510) Small Business Management Team**

**Initial Case Study Topic:** Innovation Retail, a well-established chain of brick-and-mortar retail stores, is grappling with declining sales due to the surge in e-commerce. The stores, located in a city of 550,000 people, employ eight full-time employees at each of their four locations located in different parts of the city. The hours of operation at each store are Monday – Friday from 9:00 a.m. – 5:30 p.m., Saturday from 9:00 a.m. – 2:00 p.m., and closed on Sunday.

Over the past two years, in-store sales have dropped significantly: by 27% at store 1, 24% at store 2, and 19% at store 3. At the fourth store’s location, there was a slight increase in sales of 15%. CEO Matthew Lawrence has decided to embark on a digital transformation project to integrate online and offline shopping experiences, tasking project manager Monroe Lewis and his team with leading this initiative. However, due to the continued decrease in sales and multiple attempts to generate additional income, discussions are now taking place about potentially cutting employees at each location. Even though total sales decreased at three stores, each full-time salesperson was paid a 20% commission on every purchase plus a bonus.

#### Internal Challenges

- Employee morale
- Employee digital skills gap
- Balancing resources between physical stores and developing the digital platform
- Employee costs

#### External Challenges

- Technology adoption
- E-commerce competition
- Economic factors
- Changing consumer behavior



As a team, you will develop a plan with different strategies for Monroe Lewis and his team to employ to help Innovation Retail be more profitable. While developing your plan, consider the following questions:

- How can Innovation Retail use its physical stores to make online shopping better and attract more customers?
- What online marketing methods can help bring more people to both the website and the physical stores?
- What new technology is needed to connect online and in-store shopping smoothly?
- How can Innovation Retail make customers more loyal and keep them coming back?
- What ways can Innovation Retail save money without hurting employee morale or customer service?

### **(555) Presentation Individual**

**Topic:** Career and Technical Student Organizations (CTSOs), such as BPA, are pivotal in shaping students' personal and professional development. Engaging in these organizations provides a dynamic platform for honing essential skills like leadership, communication, and teamwork, fostering growth through hands-on experiences and competitive events. Moreover, BPA offers invaluable networking opportunities, connecting students with industry professionals and alumni, potentially leading to mentorship and job prospects. However, the decision to join or not join BPA is influenced by various factors, including the perceived benefits and drawbacks of involvement, individual priorities, personal circumstances, and additional considerations such as time commitment, financial costs, stress management, and maintaining a healthy work-life balance.

Your task is to create a presentation based on both research and personal experience that uncovers the factors influencing student involvement in BPA to empower future members to make informed decisions about joining BPA and maximize their experience within the organization.

Points to consider include but are not limited to:

- Perceived benefits (pros) and drawbacks (cons) of BPA involvement
- Importance of leadership, communication, and teamwork skills
- Networking opportunities and potential mentorship/job prospects
- Time commitment and financial costs associated with membership and participation
- Stress management and coping strategies
- Strategies for maximizing the BPA experience

### **(560) Presentation Team**

**Topic:** Imagine your team is tasked with delivering a presentation on a topic shaping our world: Artificial Intelligence (AI). Your mission? Craft a 7-10-minute presentation exploring AI's impact on society. As a team, you will need to conduct thorough research to uncover real-world examples and statistics that illustrate how AI is transforming industries, reshaping labor markets, and raising important ethical questions.

Points to consider include but are not limited to:

- Impact of AI on job markets
- Ethical considerations of AI algorithms
- Privacy concerns related to AI technology
- Societal changes resulting from increased automation

**(615) Health Research Presentation**

**Topic:** The healthcare system is currently experiencing an increase in mental health-related issues such as patient anxiety and staff burnout. Create a presentation for the Board of Directors at a nearby hospital proposing they establish an animal-assisted program to benefit patients and staff.

## CLOUD 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** \_\_\_\_\_



	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?
<b>Virtual</b>																
(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	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
(V12) Social Media Marketing Campaign Team	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y	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
(V15) Virtual Interview & Digital Portfolio Design - Pilot	3		10	5	Y	Y	N	N	Y	Y	Y	U	S	Y		Y
<b>Finance</b>																
(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 BFA?	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?
<b>Business Administration</b>																
(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
<b>Management Information Systems</b>																
(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	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

\*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?
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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	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	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

\*Rating sheets are provided in the guidelines.

Y = Yes

N = No

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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?
<b>Health Administration</b>																
(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

Rating sheets are provided in the guidelines.

Y = Yes

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S = Secondary

U = Unlimited



## **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.

<b>Item</b>	<b>Deadline</b>	<b>Websites</b>
Virtual Events Registration	Submitted by 5:00 p.m. Eastern Time, December 1, 2024	<a href="https://register.bpa.org">https://register.bpa.org</a>
Virtual Events Project Submission	Submitted by 5:00 p.m. Eastern Time, January 15, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Administrative Support Research Project	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Advanced Interview Skills	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Broadcast News Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Computer Animation Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Computer Modeling	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Digital Media Production	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Economic Research Individual	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Economic Research Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Entrepreneurship	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Global Marketing Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Graphic Design Promotion	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Interview Skills	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Network Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Podcast Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>

User Experience Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Video Production Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Visual Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Website Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>

**FUTURE NLC SITES**

<b>Year</b>	<b>Location</b>	<b>Date</b>
2026	Nashville, TN	May 6-10
2027	Denver, CO	May 5-9
2028	Orlando, FL	May 10-14
2029	Washington, D.C.	May 9-13

**National Leadership  
Conference  
2025  
Orlando, FL  
May 7-11**

## NATIONAL BPA PRE-SUBMISSION GUIDELINES

### 2025 National Leadership Conference

**Submission Deadline: April 1, 2025, by 5:00 p.m. Eastern Time**

**Note: Pay close attention to the saved file naming conventions.**

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

Event	What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Naming Conventions	Bring to Conference * Copies below must be brought for BOTH preliminaries and finals
<b>Finance (100's)</b>			
(155) Economic Research Project - Individual	Research Paper and Works Cited in one combined PDF file.	<b>ERPI-MemberID.pdf</b>	Not required
(160) Economic Research Project - Team	Research Paper and Works Cited in one combined PDF file.	<b>ERPT-MemberID.pdf</b>	Not required
<b>Business Administration (200's)</b>			
(260) Administrative Support Research Project	Research Paper and Works Cited in one combined PDF file.	<b>ARPI-MemberID.pdf</b>	Not required
<b>Management Information System (300's)</b>			
(325) Network Design Team	Written proposal (Report Format) and Works Cited in one combined PDF file.	<b>NDT-MemberID.pdf</b>	Not required
<b>Digital Communication and Design (400's)</b>			
(410) Graphic Design Promotion	<p>All files combined below in a single compressed zip folder.</p> <ol style="list-style-type: none"> <li>1) Logo with Tagline- PDF or JPG or PNG format</li> <li>2) Wrap around for 16 oz. can - PDF or JPG or PNG format</li> <li>3) Fridge pack for 4 energy drinks - PDF or JPG or PNG format</li> <li>4) Point of purchase shelf/stand</li> <li>5) Works Cited - PDF format</li> <li>6) Release form - PDF format</li> </ol>	<b>GDP-MemberID.zip</b>	<p>1 copy of Logo with Tagline 1 copy of Wrap around for 16 oz. can 1 copy of Fridge pack for 4 energy drinks 1 copy of purchase shelf/stand 1 copy Works Cited 1 copy Release Forms</p> <p>NOTE: Only if not presenting electronically.</p>

Event	What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name	Bring to Conference * Copies below must be brought for BOTH preliminaries and finals
<b>Digital Communication and Design (400's) (continued)</b>			
(420) Digital Media Production	URL to project, Works Cited, and Release Form(s) in one combined PDF file.	DMP-MemberID.pdf	Not required
(425) Computer Modeling	URL to project, One Page Profile, Works Cited and Release Form(s) in one combined PDF file.	CM-MemberID.pdf	Not required
(430) Video Production Team	URL to project, Storyboard, Script, Works Cited and Release Form(s) in one combined PDF file.	VPT-MemberID.pdf	Not required
(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	Not required
(440) Computer Animation Team	URL to project files, Release Forms and Works Cited in one combined PDF file.	CAT-MemberID.pdf	Not required
(445) Broadcast News Production Team	URL to project, script, Release Forms and Works Cited in one combined PDF file.	BNPT-MemberID.pdf	Not Required
(450) Podcast Production Team	URL to project, Release Forms and Works Cited in one combined PDF file.	PPT-MemberID.pdf	Not Required
(455) User Experience Design Team	URL to projects, Release Forms and Works Cited in one combined PDF file.	UEDT-MemberID.pdf	Not Required
(460) Visual Design Team	URL to all project files combined below in a single compressed zip folder. 1) Logo with tagline (JPG, PNG, or PDF) 2) The other 3 items – JPG, PNG, MP4 or PDF 3) Works Cited - PDF format 4) Release form(s) - PDF format	VDT-MemberID.zip	Not Required

Event	What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name	Bring to Conference * Copies below must be brought for BOTH preliminaries and finals
<b>Management, Marketing and Communication (500's)</b>			
(500) Global Marketing Team	Marketing Plan and Works Cited in one combined PDF file.	<b>GMT-MemberID.pdf</b>	Supplemental Documentation
(505) Entrepreneurship	Business Plan and Works Cited in one combined PDF file.	<b>ENT-MemberID.pdf</b>	Supplemental Documentation
(515) Interview Skills	Cover Letter and Résumé as separate PDF files.	<b>IS-MemberID-coverletter.pdf</b> <b>IS-MemberID-resume.pdf</b>	Not Required
(520) Advanced Interview Skills	Cover Letter and Résumé as separate PDF files.	<b>AIS-MemberID-coverletter.pdf</b> <b>AIS-MemberID-resume.pdf</b>	Portfolio ( <i>must not be left with judges</i> )

## VIRTUAL EVENT PRE-SUBMISSION GUIDELINES

Event	What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)
<b>Virtual Event (National Only)</b>		
(V01) Virtual Multimedia and Promotion Individual	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V01-MemberID.pdf</b>
(V02) Virtual Multimedia and Promotion Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V02-TeamNumber.pdf</b>
(V03) Software Engineering Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V03-TeamNumber.pdf</b>
(V04) Web Application Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V04-TeamNumber.pdf</b>
(V05) Mobile Applications	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V05-MemberID.pdf</b>
(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 <b>one</b> combined PDF file.	<b>V06-MemberID-original.jpg</b> <b>V06-MemberID-corrected.jpg</b> <b>V06-MemberID.pdf</b>
(V07) Cybersecurity / Digital Forensics	NO UPLOADS REQUIRED	
(V08) Start-up Enterprise Team	Completed Business Plan, Works Cited, and Release Form(s) in <b>one</b> combined PDF file.	<b>V08-TeamNumber.pdf</b>
(V09) Financial Portfolio Management Team	NO UPLOADS REQUIRED	
(V10) Virtual Branding Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V10-TeamNumber.pdf</b>
(V11) 2D Animation Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V11-TeamNumber.pdf</b>
(V12) Social Media Marketing Campaign Team	Completed Social Media Marketing Campaign, Works Cited, and Release Form(s) in <b>one</b> combined PDF file.	<b>V12-TeamNumber.pdf</b>
(V13) Esports Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V13-TeamNumber.pdf</b>
(V14) Ethical Leadership & Decision-Making Team	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V14-TeamNumber.pdf</b>
(V15) Virtual Interview & Digital Portfolio Design - Pilot	<b>URL</b> to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>V15-MemberID.pdf</b>

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

## **NLC 2025 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**

<b><i>Event</i></b>	<b><i>Software Packages</i></b>
Administrative Support Team (255)	MS Office 2021
Advanced Desktop Publishing (405)	Adobe Creative Cloud, Publisher
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 2019
Fundamental Desktop Publishing (400)	Adobe Creative Cloud, Publisher
Fundamental Spreadsheet Applications (230)	MS Excel 2021
Fundamental Word Processing (200)	MS Office 2021
Fundamentals of Web Design (415)	Notepad
Health Administration Procedures (610)	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 2025 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=50 points, fail= 0 points) of the final score for each of the aligned BPA competitive events.*

<b>BPA Competitive Event Name</b>	<b>Industry Certification Offered by Certiport</b>
Advanced Interview Skills (520)	Communication Skills for Business Professional
Advanced Spreadsheet Applications (235)	Microsoft Office Specialist Excel 365 Expert
Advanced Word Processing (210)	Microsoft Office Specialist Word 365 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 365 Associate
Integrated Office Applications (215)	Microsoft Office Specialist PowerPoint 365 Associate
Intermediate Word Processing (205)	Microsoft Office Specialist Word 365 Associate
Java Programming (340)	IT Specialist - Java
Network Administration Using Cisco (315)	Cisco Certification Support Technician Networking
Python Programming (355)	IT Specialist - Python
Social Media Marketing Campaign Team (V12)	Meta Certified Digital Marketing Associate
SQL Database Fundamentals (345)	IT Specialist - Databases

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

<b>BPA Competitive Event Name</b>	<b>Industry Certification Offered by YouScience (Precision Exams)</b>
Advanced Desktop Publishing (405)	Desktop Publishing II
Fundamental Desktop Publishing (400)	Desktop Publishing I
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 been certified in Microsoft Office Specialist (MOS) exams will be required to retake the exam.**



<b>Industry Certification Offered by Certiport</b>	<b>Certification Objectives</b>
Communication Skills for Business Professional	<a href="https://certiport.pearsonvue.com/fc/csb/pro/comm/eo">https://certiport.pearsonvue.com/fc/csb/pro/comm/eo</a>
Cisco Certification Support Technician Networking	<a href="https://certiport.pearsonvue.com/fc/cisco/ccst/networking/od">https://certiport.pearsonvue.com/fc/cisco/ccst/networking/od</a>
Entrepreneurship and Small Business (ESB)	<a href="https://certiport.pearsonvue.com/fc/esb/objectives/overview/v2">https://certiport.pearsonvue.com/fc/esb/objectives/overview/v2</a>
IT Specialist - Databases	<a href="https://certiport.pearsonvue.com/fc/ITS/database">https://certiport.pearsonvue.com/fc/ITS/database</a>
IT Specialist - Device Configuration and Management	<a href="https://certiport.pearsonvue.com/fc/ITS/deviceconfig">https://certiport.pearsonvue.com/fc/ITS/deviceconfig</a>
IT Specialist - HTML and CSS	<a href="https://certiport.pearsonvue.com/fc/ITS/htmlcss">https://certiport.pearsonvue.com/fc/ITS/htmlcss</a>
IT Specialist - Java	<a href="https://certiport.pearsonvue.com/fc/ITS/java">https://certiport.pearsonvue.com/fc/ITS/java</a>
IT Specialist - Python	<a href="https://certiport.pearsonvue.com/fc/ITS/python">https://certiport.pearsonvue.com/fc/ITS/python</a>
IT Specialist - Networking	<a href="https://certiport.pearsonvue.com/fc/ITS/networking">https://certiport.pearsonvue.com/fc/ITS/networking</a>
IT Specialist - Network Security	<a href="https://certiport.pearsonvue.com/fc/ITS/networksecurity">https://certiport.pearsonvue.com/fc/ITS/networksecurity</a>
IT Specialist - Software Development	<a href="https://certiport.pearsonvue.com/fc/ITS/softwaredevelopment">https://certiport.pearsonvue.com/fc/ITS/softwaredevelopment</a>
Meta Certified Digital Marketing Associate	<a href="https://certiport.pearsonvue.com/fc/meta/od">https://certiport.pearsonvue.com/fc/meta/od</a>
Microsoft Office Specialist Access 2019 Expert	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/access-expe">https://certiport.pearsonvue.com/fc/mos/od/365-2019/access-expe</a>
Microsoft Office Specialist Excel 365 Associate	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel">https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel</a>
Microsoft Office Specialist Excel 365 Expert	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel-expert">https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel-expert</a>
Microsoft Office Specialist PowerPoint 365 Associate	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/powerpoint">https://certiport.pearsonvue.com/fc/mos/od/365-2019/powerpoint</a>
Microsoft Office Specialist Word 365 Associate	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/word">https://certiport.pearsonvue.com/fc/mos/od/365-2019/word</a>
Microsoft Office Specialist Word 365 Expert	<a href="https://certiport.pearsonvue.com/fc/mos/od/365-2019/word-expert">https://certiport.pearsonvue.com/fc/mos/od/365-2019/word-expert</a>

<b>BPA Competitive Event Name</b>	<b>Industry Certification Offered by TestOut</b>
Linux Pro Certification	<a href="https://w3.testout.com/objectives/linux-pro">https://w3.testout.com/objectives/linux-pro</a>

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

# 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 the 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](http://www.certiport.com) and in Certiport's test instructions and delivery materials 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 for the Candidate to:

- 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](http://www.certiport.com), including but not limited to, those provisions relating to my privacy policies; the collection, use, and transmission of the Candidate's personal information and that I understand and agree to all of 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



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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](http://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 2025 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 certification lab pass during the online National Conference Registration or on-site during the National Leadership Conference.*

<b>WSAP Competitive Event</b>	<b>Precision Exams Certification (Recommended)</b>
(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)
(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 (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 (V13)  
Ethical Leadership and Decision-Making Team (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 Concepts – Open Event (690)  
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)  
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 (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 Interview and Portfolio Design Team – Pilot (V15)  
Virtual Multimedia and Promotion Ind. (V01)  
Virtual Multimedia and Promotion Team (V02)  
Visual Design Team (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 products/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](http://www.careertech.org/career-clusters).

 <b>BUSINESS PROFESSIONALS of AMERICA</b> <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
<b>Virtual</b>								
(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	x	x				x		x
(V12) Social Media Campaign Team	x	x				x		x
(V13) Esports Team		x				x		
(V14) Ethical Leadership and Decision-Making Team	x	x	x	x	x	x	x	x
(V15) Interview and Digital Portfolio Design – Pilot	x	x	x	x	x	x	x	x
<b>Finance</b>								
(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					



	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
<b>Business Administration</b>								
(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						
<b>Management Information Systems</b>								
(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		

 <b>BUSINESS PROFESSIONALS of AMERICA</b> <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
<b>Digital Communication and Design</b>								
(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	x	x				x		x
(490) Digital Communication and Design Concepts - Open Event	x					x		
<b>Management, Marketing and Communication</b>								
(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		
<b>Health Administration</b>								
(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 virtually only at the national level. All members may register and submit entries. There are no limits. The top ten (10) winners will be decided for each division for each competition. The following policy will be used for all virtual (V01 - V15) 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](#)

(V12) [Social Media Marketing Campaign Team](#)

(V13) [Esports Team](#)

(V14) [Ethical Leadership and Decision-Making Team](#)

(V15) [Virtual Interview and Portfolio Design - Pilot](#)

## **(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. Any member may enter this event. There are no restrictions on the number of entries per chapter or per state. **Members who do not submit an entry following the topic listed below or do not follow the Copyright and Fair Use Guidelines will be disqualified.** Awards will be presented at the National Leadership Conference.

### **Eligibility**

- Any Business Professionals of America student members 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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 animal rescue in your area. The organization would like to promote the need for volunteers to assist with the animals and would like to focus on the rewards of being a volunteer.

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

- The 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.
- **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, 2025.**
- Competitor 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.
- The competitor is responsible for citing all sources including oneself 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.
- Competitors 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V01-MemberID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

## 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Competitor followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Competitor followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

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"> <li>● URL to project, signed Release Form(s), and Works Cited in a single combined PDF.</li> </ul>	10				
<b>Total Production Layout (60 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Production Layout</b>					
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	
<b>Total Graphics/Media Use Layout (100 points maximum)</b>					
<b>Graphics/Media Use</b>					
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	
<b>Total Content (40 point maximum)</b>					
<b>Content</b>					
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	
<b>Total Content (40 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (210 points maximum)</b>					

**(V01) Virtual Multimedia and Promotion Individual**

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>PRESENTATION POINTS</b>					
Delivery <ul style="list-style-type: none"> <li>• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>• Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>• Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	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	
<b>TOTAL PRESENTATION POINTS (120 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 330**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

## **(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 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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 3:00 – 5:00 minute video to imagine what a career might look like in the future and create a video presenting unique and futuristic job roles.

### **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, 2025.**



- Member ID will be required for all submissions.
- The 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V02-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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 \_\_\_\_\_

Team ID \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• URL to project, signed Release Form(s), and Works Cited in a single combined PDF.</li> </ul> <i>All points or none are awarded by the technical judge.</i>					
<b>Production Process</b>					
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	
<b>Total Production Layout (60 points maximum)</b>					
<b>Graphics/Media Use</b>					
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	
<b>Total Graphics/Media Use (120 point maximum)</b>					
<b>Content</b>					
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	
<b>Total Content (40 points maximum)</b>					
<b>TECHNICAL SCORE (230 points maximum)</b>					

**(V02) Virtual Multimedia and Promotion Team**

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>PRESENTATION POINTS</b>					
Delivery <ul style="list-style-type: none"> <li>• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>• Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>• Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	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	
At least two original team members in attendance at time of presentation				10	
Conformed to BPA Graphic Standards.				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

***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 = 380**

## **(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 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 "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 fantasy game in The Lost City of Atlantis. Player(s) dive into the underwater ruins of Atlantis to uncover its secrets and complete a quest for lost artifacts. They must solve ancient puzzles, avoid underwater hazards, and interact with the remnants of Atlantean technology. Key features should include underwater exploration with environmental challenges, ancient technology and puzzle-solving, interaction with mythical sea creatures, and remnants of an advanced civilization. "The Lost City of Atlantis" should be part of the title of the game – i.e.: Laura Croft: Tomb Raider.

### **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

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](mailto: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, 2025, 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 5, 2025.**

Business Professionals of America Workplace Skills Assessment Program

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Release v1.2 October 4, 2024

- The use of 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).

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V03-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

**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

**(V03) Software Engineering Team**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Technical Scoring Rubric**

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

**TECHNICAL REQUIREMENTS SCORING (150 POINTS)**

Items To Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Object-Oriented Programming (140 points)</b>					
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	
<b>Design Analysis (50 points)</b>					
Data flow diagram(s)	1 - 4	5 - 20	21 - 36	37 - 50	
<b>Code Documentation (70 points)</b>					
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	
<b>Crash Reporting (50 points)</b>					
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	
<b>Data Driven Design (90 points)</b>					
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
<b>Error Handling (65 points)</b>					
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	
<b>Logging (60 points)</b>					
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	
<b>Technical Requirements (125 points)</b>	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
<b>TOTAL (1,000 points maximum)</b>	

***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 = 1000**

## **(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 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 "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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**

Companies are looking for ways to keep their employees healthy which can reduce health insurance rates and boost company morale. Develop a Healthy Habit Team Tracker web application to track teams of users' data for team competition. This application will help users build and maintain healthy habits, encourage team building, and promote comradery in the workplace. The app should allow users to set up a team in competition with other teams. Each team can set daily and weekly goals, track their progress, and share and receive motivational reminders. The team can earn digital team badges that will be displayed in the app.

### **Key Features:**

- **Habit Tracking:** Teams can set daily, weekly, or monthly goals for various habits (e.g., exercise, hydration, mental interaction with hobbies/pets, daily calories, sleep, optional percentage of weight loss).
- **Progress Visualization:** Charts or graphs to visualize progress over time.
- **Reminders and Notifications:** Customizable reminders to encourage consistency and complete team goals for the day or week, i.e.: Your team needs 245 more steps to reach your goal, etc.
- **Gamification:** Earn rewards or badges for reaching milestones.

### **Technical Requirements:**

- **Backend:** Use a cloud-based service to store user data and habit tracking information.
- **Database:** Store user profiles, habit data, and progress history.

## Required Features

- Administrator account with full permissions
- Register and authenticate team captain user (including team captain password reset and account deletion)
- Register and authenticate users (including password reset and account deletion)
- Use encryption to protect data and passwords
- Create different account types
  - Team Members – Allowed to add and modify personal goals data
  - Team Captains – Allowed to add and modify team goals and settings
  - Contest Administrator – Allowed to add and modify teams and set and modify company goals
- Monitor and display top teams, top individuals
- Provide operation tutorials for each type of user.

## Possible Features

- Health facts
- Videos for new healthy habits
- Progress notifications
- Company, Team, and Individual Goal Completion certificates and badges
- 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, 2025.**

Business Professionals of America Workplace Skills Assessment Program

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Release v1.2 October 4, 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, 2025. 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 a 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 databases. As such, application frameworks, such as Drupal<sup>®</sup>, Joomla!<sup>®</sup>, DotNetNuke<sup>®</sup> and WordPress<sup>®</sup> *cannot* be used. Integrated development environments (IDEs) such as Microsoft<sup>®</sup> Visual Studio/ASP and Dreamweaver<sup>®</sup> are acceptable. Packages that assist the developer to create components, menus and similar such as JavaScript<sup>®</sup>, jQuery<sup>®</sup> 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 the 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V04-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)					
Team followed topic					<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines					<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, 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"> <li>● Works Cited - PDF format</li> <li>● Release Form(s) - PDF format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				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	
<b>Total Format and Page Design Points (110 points maximum)</b>					
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	
<b>Total Customer Functionality Points (80 points maximum)</b>					
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	
<b>Total Database Development Points (120 points maximum)</b>					

**(V04) Web Application Team**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Technical Scoring Rubric (continued)**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Application Design</b>					
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	
<b>Total Application Design Points (120 points maximum)</b>					
<b>Administration</b>					
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	
<b>Total Administration Points (60 points maximum)</b>					
<b>Application functions as indicated (it works)</b>					
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"> <li>• Have an administrator account</li> <li>• Register users</li> <li>• Authenticate users</li> <li>• Protect all passwords</li> <li>• Add user content</li> </ul>	1-10	11-20	21-30	31-40	
<b>Total Application Points (120 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (610 points maximum)</b>					

**(V04) Web Application Team**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Presentation Scoring Rubric**

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>PRESENTATION POINTS</b>					
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	
<b>TOTAL PRESENTATION POINTS (165 points maximum)</b>					

***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**

Competitors 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. Competitors 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 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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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**

Keeping track of the aspects of a healthy lifestyle is more important to consumers than ever before. Develop a Healthy Habit Tracker mobile app that helps users build and maintain healthy habits. The app should allow a user to set personal goals, track their progress, and receive motivational reminders. Users can earn digital badges that will be displayed in the app.

### **Required Features**

- External backend database is used to store data securely
- User registration and account recovery
- Allow users to:
  - Create goals
  - Search for goal progress
- View for login/register/account recovery
- View for goal listings
- View for goal detailed information (progress, reminders, display of progress)
- View for app information
- View of badges earned for completing goals.
- Use at least one API (examples: link to smart watch data, etc.)

## Possible Features

- Health factoids
- Videos for new healthy habits
- Progress notifications
- Export goals list to PDF
- Export goals details to PDF
- Share goals to social media platforms
- Comments or questions
- Advertising
- Sign up for reminders of goal needs, i.e.: You need 243 more steps to reach your goal for today, etc.
- 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<sup>®</sup>, or Apple App Store<sup>®</sup>.
- 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, 2025.**
- 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 Competitor 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*)
- Competitors 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V05-MemberID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements					
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)					
Competitor followed topic					<input type="checkbox"/> Y   <input type="checkbox"/> N
Competitor followed Copyright and/or Fair Use Guidelines					<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :					
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"> <li>● Release Form(s) - PDF format and Works Cited - PDF format</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				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	
<b>TOTAL USER INTERFACE (120 points maximum)</b>					
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	
<b>TOTAL CODE and DATA (100 points maximum)</b>					
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	
<b>TOTAL USER FUNCTIONALITY (40 points maximum)</b>					
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	
<b>TOTAL PROJECT PLAN (40 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (310 points maximum)</b>					

## (V05) Mobile Applications

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
<b>PRESENTATION POINTS</b>					
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	
<b>TOTAL PRESENTATION POINTS (175 points maximum)</b>					

*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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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**

Take a sports action photo. The photo should convey the effort, focus and/or emotion of the individual or individuals participating in the sport.

### **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
- 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 photo and one (1) corrected photo in JPEG or JPG format as individual files. Also submit 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://upload.bpa.org/>, **no later than 11:59 p.m. Eastern Time, on January 15, 2025.**
- Photos must be taken with a DSLR camera (mobile photography is not permitted).
- 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.
- 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 are acceptable, as are hand tinting and cropping. Watermarks are *not* acceptable.
- Photos with any type of text on the photo will *not* be accepted.
- Photographs must *not* constitute copyright infringement or fraud.
- Photos may *not* be taken using a mobile device or edited using mobile app software.
- The Competitor is responsible for securing a signed Release Form from any person whose image is used in the production.
- Competitors 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

Business Professionals of America Workplace Skills Assessment Program

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Release v1.2 October 4, 2024



- You may print in glossy or matte
- Photo must be mounted on one board that will fit on an easel for the showcase
- Mount the photo ONLY on the board.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V06-MemberID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

**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

Competitor followed the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )
Competitor followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )
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 no to any of the questions, please stop scoring and provide a brief reason for the <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"> <li>● Signed Release Form(s) – PDF format</li> <li>● One (1) original photo and one (1) corrected photo in JPEG or JPG format</li> <li>● Works Cited – PDF format</li> </ul> <b><i>All points or none are awarded by the technical judge.</i></b>				10	
The final photo must meet the following requirements. <ul style="list-style-type: none"> <li>● Photo size must be no larger than 5 Mb, 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.</li> </ul>	1-9	10-19	20-29	30-40	
Creativity and originality using innovative and fresh ideas in capturing the sports action photo	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	
Lighting & Exposure: <ul style="list-style-type: none"> <li>● Skillful use of lighting techniques to enhance the</li> </ul>	1-5	6-10	11-15	16-20	

subject and create the desired mood ● Proper exposure control, avoiding overexposed or underexposed areas					
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	
<b>TOTAL TECHNICAL POINTS (150 points maximum)</b>					

## (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"> <li>● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>● Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>● Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	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	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

***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 = 250**

## **(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 the 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 what you believe is a significant threat to organizations as they implement Cybersecurity (threats presented by AI are not allowed). Suggested topics to cover include, but are not limited to:

- The dangers presented by the threat
- Methods for detecting and preventing threat
- Potential limitations to preventing the threat
- The impacts of those affected if your threat.

### **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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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

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- 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)
- 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*)
- Competitors 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 (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)

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	
<b>TOTAL PRESENTATION POINTS (290 points maximum)</b>					

***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 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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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, 2025.**
- Team ID will be required for all submissions.
- Information in the business plan must be authentic; however, the 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.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Completed Business Plan, Works Cited, and Release Form(s) in one combined PDF file.	V08-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

**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**

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>Business Plan and supporting documentation, Works Cited in a combined PDF</li> </ul> <p align="center"><b><i>All points or none are awarded by the technical judge.</i></b></p>				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	
<b>TOTAL TECHNICAL POINTS (190 points maximum)</b>					

**(V08) Start-up Enterprise Team**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Oral Presentation Evaluation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (125 points maximum)</b>					

***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 = 315**

## **(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 with \$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 the 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, 2024.**

**Round Two:** The top twenty (20) teams from Round One will be invited to create and present a virtual presentation of 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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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.

**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, 2024 - January 31, 2025  
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**

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
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	
<b>TOTAL PRESENTATION POINTS (185 points maximum)</b>					

***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 = 185**

## **(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.

### **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 "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 tasked with creating a branding and marketing campaign for SweetSoles newest line of sneakers. Your team's focus should be product design, advertising, and digital media strategy.

### **Requirements**

- 30-second advertisement video, announcing and promoting the product lineup.
- Social media graphics, motion and static, announcing and promoting the product lineup.
- Promotional flyer (including product lineup specifications, features, cost, etc.)
- Website mockup (including product lineup specifications, features, cost, 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.

### **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)

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- 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

### 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, 2025.**
- 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V10-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

## 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

## (V10) Virtual Branding Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

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

## **(V10) Virtual Branding Team**

### **Technical Scoring (Continued)**

<b>30-second Advertisement Video</b>					
Creativity of concept	1-5	6-10	11-15	16-20	
Clarity of messaging with appropriate audience	1-5	6-10	11-15	16-20	
<b>Social Media Graphics (motion and static)</b>					
Visual appeal	1-5	6-10	11-15	16-20	
Effectiveness of static and motion graphics	1-5	6-10	11-15	16-20	
Consistency of branding	1-5	6-10	11-15	16-20	
<b>Promotional Flyer</b>					
Design and layout	1-5	6-10	11-15	16-20	
Clarity and quality of information	1-5	6-10	11-15	16-20	
<b>Team Decision-Making Process One Page Overview</b>					
Clarity of branding choices (colors and fonts)	1-5	6-10	11-15	16-20	
Clarity of decision-making process	1-5	6-10	11-15	16-20	
<b>Event Webpage Prototype</b>					
Visual layout	1-5	6-10	11-15	16-20	
Consistency with branding	1-5	6-10	11-15	16-20	
Content structure	1-5	6-10	11-15	16-20	
Navigation design	1-5	6-10	11-15	16-20	
Visual appeal and engagement	1-5	6-10	11-15	16-20	
<b>TECHNICAL SCORE (410 points maximum)</b>					

## (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"> <li>● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>● Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>● Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	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	
At least two original team members in attendance at time of presentation				10	
Conformed to BPA Graphic Standards.				10	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

***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 = 550**

## **(V11) 2D Animation Team**

### **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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 tale of a lost toy finding its way back home to its owner.

### **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, 2025.**
- The team must create a 2D animation utilizing audio, text, video, and graphics.
- The team must utilize audio, text, video, graphics, and 2D animation.

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- 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V11-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team used 2D Animation Software	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to any of the questions, 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"> <li>• URL to the final project files, Works Cited, storyboard and signed Release Form(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><b>All points or none are awarded by the technical judge.</b></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	
<b>Complexity/Craftsmanship</b>					
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	
<b>Total Complexity/Craftsmanship (60 points maximum)</b>					
<b>Animation</b>					
<b>Squash and Stretch</b> - 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	
<b>Anticipation</b> - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
<b>Staging</b> - Actions provide continuity and clearly communicate to the audience the	1-5	6-10	11-15	16-20	

attitude, mood, reaction, or idea of the animation as it relates to the topic					
<b>Slow-Out and Slow-In Techniques</b> - Used to simulate natural movements (i.e., fluid motion)	1-5	6-10	11-15	16-20	
<b>Secondary Action(s)</b> - Used to add dimension to the animation. (hair, fur, clothing, flags, water, etc.)	1-5	6-10	11-15	16-20	
<b>Total Animation (100 points maximum)</b>					
<b>Composition</b>					
<b>Execution of Plan:</b> 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)	
<b>Total Composition (20 points maximum)</b>					
<b>Creativity</b>					
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	
<b>Total Creativity (90 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (300 points maximum)</b>					

## (V11) 2D Animation Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
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	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

*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**

### **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:**

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"><li>• Title Page and Table of Contents</li><li>• Executive summary</li><li>• Description of event, product, or service</li><li>• Marketing objectives</li><li>• Creative content</li></ul> | <ul style="list-style-type: none"><li>• Content strategy</li><li>• Campaign budget</li><li>• Methods of measuring success</li><li>• Works Cited</li></ul> | <p><b>Submitted separately during presentation ONLY:</b></p> <ul style="list-style-type: none"><li>• Supporting documentation (research, charts, brochures, etc.)</li></ul> |
|--|---|---|

*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 Meta Certified Digital Marketing 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](http://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 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 "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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

You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults.

Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that.

Task - Your task is to create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platforms.

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
- 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, 2025.**
- 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Completed Social Media Marketing Campaign, Works Cited, and Release Form(s) in one combined PDF file.	V12-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, 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"> <li>• Social Media Marketing Campaign Plan and Works Cited in one combined PDF file</li> </ul> <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	
<b>TOTAL TECHNICAL POINTS (190 points maximum)</b>					



## (V12) Social Media Marketing Campaign Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
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	
<b>TOTAL PRESENTATION POINTS (165 points maximum)</b>					

***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**

### **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.

- **The game played for the middle level teams will be Rocket League.**
  - **Game play format will require teams of three (3) competitors.**
- **The game played for the secondary and postsecondary level will be Fortnite.**
  - **Game play format will be duos and require two (2) competitors.**
- **NOTE: Teams may consist of 2-4 members, not all members of the team are required to play during the game play round.**

### **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 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 "2025 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, 2024.
- Members participating in competition must be registered for the event prior to the submission deadline to be eligible.

### **Entry Fee**

There will be a \$50 fee for each team (*invoiced during event registration*).

### **Topic**

As competitive video gaming grows in popularity and esports balloons into a multi-billion dollar global phenomenon, a myriad of career opportunities has arisen that extend beyond just playing the games. Research the benefits of, and steps to, starting an esports team, the aptitudes needed by teammates to successfully compete, and the workforce ready skills that are learned by people who participate in competitive gaming. Be sure to consider the role of technology career-readiness and the transferable skills that are developed by participants.

### **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 demonstration strategy and problem-solving techniques.

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- 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*.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the Research Paper, 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, 2025.**
- Competitors will receive an automated response confirmation at the time of submission.
- Member ID will be required for all submissions.
- Only the team captain should complete the submission.
- Teams who submit the research paper and are not disqualified will be invited to the game play round.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file	V13-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

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

**ANY REPORT 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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

*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 and Decision-Making Team**

### **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 "2025 National Virtual Events".
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 cash prizes for top winners in this event.

### **Entry Fee**

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

### **Topic Round One**

New Teacher Tries to Collect Books for Classroom Library

Caroline is a new elementary educator trying to build a library for her classroom over the summer. So far, Caroline has mostly purchased books with her own money, but her funds are starting to run low—and school starts in just a few weeks.

While scrolling through Instagram one day, Caroline is excited to see that there's a book fair next weekend offering heavily discounted books. When she looks through the book fair's offerings, she finds a great collection of books at a fraction of the price they would normally cost.

There's just one problem—the author of these books has recently come under fire for problematic ideas that reportedly appear in some books' language and illustrations. Not everyone finds the old books

problematic, but there's a chance that a small group in her school community will have strong opinions about including the books in her classroom library.

None of the specific books in this collection contain this questionable content, but Caroline isn't sure she should purchase these books given the reputation of the author. However, it's a great deal, and Caroline knows students will suffer without books in the classroom.

What should Caroline do? Should she purchase the books to make sure her students have sufficient and engaging reading material for the coming school year, even if a small population takes issue? Or should she forgo the purchase, running the risk of not finding enough books in time for school to begin?

### 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*.
- 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, 2025.**
- Competitors will receive an automated response confirmation at the time of submission.

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- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Works Cited and Release Form(s) in <b>one</b> combined PDF file	V14-TeamID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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.

## (V14) Ethical Leadership and Decision-Making Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

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

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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

*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**

## **(V15) Virtual Interview and Digital Portfolio Design - Pilot**

### **Description**

Assess advanced proficiency in job search, interview situations in a virtual environment, and portfolio development. Any BPA student member may enter this event.

### **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 “2025 National Virtual Events”.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- The registration deadline is no later than 5:00 p.m. Eastern Time, on December 1, 2024.
- 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 team (*invoiced during event registration*).

### **Requirements**

- Resume
- Cover Letter
- Digital Portfolio
- Works Cited
- Release Form(s)

### **Competencies**

- Apply technical writing skills to produce cover letter, résumé, and digital 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 environment

### **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.

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- **Submit the URL to the Digital Portfolio, Resume, Cover Letter, Works Cited, Release Form as two separate PDF files 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.
- 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, 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 must create a digital portfolio.
  - Digital portfolios can be a website, interactive file, or other digital solution.
  - Online digital portfolios must be live and working between January 15 – March 1 for judging purposes. Those that are submitted, but not online may result in a disqualification.
- After the registration deadline, based on the number of overall entries, additional information may be provided regarding the number of sections and those advancing to the live interview round.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to Digital Portfolio, Resume, Cover Letter, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	V15-MemberID.pdf	January 15, 2025, 5:00 p.m. Eastern Time

### 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

## (V15) Virtual Interview and Digital Portfolio Design - Pilot

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>● Cover Letter - PDF format</li> <li>● Résumé - PDF format</li> <li>● Works Cited – PDF Format</li> <li>● Release Form – PDF Format</li> <li>● Digital Portfolio</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
<b>Cover Letter (Must follow business letter format in the Style &amp; Reference Manual)</b>					
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	
<b>Résumé</b>					
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	
<b>Digital Portfolio</b>					
Evidence of work (reports, designs, etc.) demonstrates relevant skills.	1-5	6-10	11-15	16-20	
Relevant certificates, credentials, and skills are provided	1-5	6-10	11-15	16-20	
Layout and overall portfolio design	1-5	6-10	11-15	16-20	
Personal/Professional statement is included and matches the applied for position	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (250 points maximum)</b>					

## (V15) Virtual Interview and Digital Portfolio Design - Pilot

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
<b>Applicant's Greeting:</b> Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
<b>Applicant's Appearance:</b> Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
<b>Personality and Poise:</b> Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
<b>Responses:</b> 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	
<b>Showed evidence of the following skills:</b> Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> 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	
<b>TOTAL INTERVIEW POINTS (250 points maximum)</b>					

***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 = 500**

# 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:



## **(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.

- The 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:**

Ellie has always had a passion for gold jewelry and has decided to turn her hobby into a small business. For the past several years, Ellie has been selling her gold jewelry at trade shows and online. Ellie has received interest from several partners who want to place large orders and carry her products as part of their permanent collections. Ellie has been operating her business as a hobby but has decided that now is the time to create a small business and operate it full-time. Ellie does not know much about the different types of business organizations and would like your advice on what type of business she should start. Ellie will be investing \$100,000 of her own money into the business, in addition to contributing equipment worth \$400,000. Ellie estimates that this equipment still has 10 years of life left and estimates that she will be able to sell it for \$40,000 at the end of that time. Ellie has also secured a \$500,000 loan from First Bank with an annual interest rate of 5% for 10 years.

Based on last year’s prices and her current orders, Ellie has created the following materials budget for the next six months. She normally marks up her jewelry at 32% of the price of the gold. Ellie does not keep any inventory of gold on hand since she is in a made-to-order business.

Month 1	\$1,405
Month 2	1,240
Month 3	1,318
Month 4	1,390
Month 5	1,308
Month 6	1,230

Ellie estimates her other expenses to be as follows for the next six months:

Accountant	\$2,500
Marketing	5,000
Packaging	2,000
Shipping	3,000
Insurance	12,000
Rent	12,000
Supplies	3,000
Utilities	4,000

Ellie is currently owed \$6,000 from previous orders; 10% of the amount owed to Ellie is over 30 days past due.

As Ellie embarks on this entrepreneurial journey, she seeks advice on several critical aspects of starting and managing her business: the type of business entity to form, the inventory valuation method to use,

the depreciation method to adopt, and the accounting for accounts receivables. Ellie has asked you to prepare a recommendation for these questions, as well as others that she has not considered, as well as pro forma financials to help her get her business off the ground.

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, teams 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 set-up 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 the presentation *must* provide their own equipment. Carry-in and set-up 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (160 points maximum)</b>					

\*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**

Investigate the economic impact of digital streaming services on traditional media. In your response, consider the following:

- Effects on revenue and market share of traditional media
- Influence on consumer media consumption habits
- Changes in advertising strategies and business models
- Role of technology and innovation in media delivery
- Impact on content creation and distribution
- Long-term trends in media industry dynamics

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

### **Member must supply**

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, 2025.** *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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Research Paper and Works Cited in one combined PDF file.	ERPI-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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"> <li>● Research Paper and Works Cited - PDF format</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				10	
Document Formatting Word-processed research paper followed the <i>Style &amp; Reference Manual</i>				20	
Word-processed Works Cited page followed the <i>Style &amp; Reference Manual</i>				20	
<b>Introduction/Summary</b> Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Comprehension of Topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and Expansion of Ideas</b> Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
<b>Writing Skills/Mechanics</b> Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>Overall Effectiveness of Analysis</b>	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (155) Economic Research Individual

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, 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	
<b>TOTAL PRESENTATION POINTS 110 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 280**

**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**

Explain the primary objectives of monetary policy and discuss the tools central banks use to achieve these objectives. Evaluate the effectiveness of these tools in managing inflation and promoting economic stability, providing real-world examples to support your argument.

In your response, consider the following:

- the main tools used by central banks to implement monetary policy, including open market operations, the discount rate, and reserve requirements.
- criticisms regarding the effectiveness and possible unintended consequences of central banks
- future challenges and opportunities for central banks.

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

### **Team must supply**

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, 2025.** *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.



- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Research Paper and Works Cited in one combined PDF file.	ERPT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>● Research Paper and Works Cited- PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
Document Formatting Word-processed research paper followed the <i>Style &amp; Reference Manual</i>				20	
Word-processed Works Cited page followed the <i>Style &amp; Reference Manual</i>				20	
<b>Introduction/Summary</b> Logical analysis, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Comprehension of Topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and Expansion of Ideas</b> Logical analysis, evidence to support conclusions	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality	1-5	6-10	11-15	16-20	
<b>Writing Skills/Mechanics</b> Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>Overall Effectiveness of Analysis</b>	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (160) Economic Research Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### 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, 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	1-5	6-10	11-15	16-20	
Answers to judges' questions: answers are accurate and complete	1-5	6-10	11-15	16-20	
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than seven (7) minutes				5	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 300  
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 on the 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:

The logo for STUKENT, featuring the word "STUKENT" in a bold, sans-serif font. The letter "U" is stylized with a vertical line through its center.

## **(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](#)
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## **(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.

This event may *not* be repeated or entered by a student member who has previously competed in 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 tests

### **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](http://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

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### **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](http://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

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### **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

**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

**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](http://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

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### **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

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### **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

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### **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](http://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

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### **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](http://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

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### **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

**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](http://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

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### **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

### **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

**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

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### **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 product 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

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### **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.***

### **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 three (3) entries

## **(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**

The importance of business etiquette in the workplace is multi-faceted and contributes significantly to the success and functions of any organization. Business etiquette involves a set of behaviors and expectations that facilitate respectful and effective interactions among colleagues, clients, and stakeholders. Explain in detail how you would train a new administrative assistant on Digital Solutions' employee expectations regarding this topic.

### **Topics to Consider are:**

Importance of Business Etiquette in the Workplace such as:

- Professional Image
- Effective Communication
- Building Relationships
- Cultural Sensitivity
- Career Advancement
- Company Reputation

Learning Business Etiquette Domestically such as:

- Training Programs
- Mentorship
- Books and Online Resources
- Networking Events

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

### **Member must supply**

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, 2025. 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Research Paper and Works Cited in one combined PDF file.	ARPI-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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"> <li>• Research Paper - PDF format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
<b>Document Formatting</b> Word-processed research paper followed the <i>Style &amp; Reference Manual</i>				20	
Word-processed Works Cited page followed the <i>Style &amp; Reference Manual</i>				20	
<b>Comprehension of topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and expansion of ideas</b> Argument follows logical progression	1-5	6-10	11-15	16-20	
<b>Introduction/Summary</b> Logical argument, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality, inventiveness	1-5	6-10	11-15	16-20	
<b>Writing Skills</b> Correct grammar, spelling, and punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (150 points maximum)</b>					

**(260) Administrative Support Research Project**

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Evaluation of Oral Presentation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
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	
<b>TOTAL PRESENTATION POINTS (110 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 260**

**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](http://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](http://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. *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](http://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 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. The 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](http://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:**

Java Junction, headquartered in Maplewood, New Jersey, is a growing coffee shop chain with three existing locations. They plan to expand and open three more locations within a few years. Each is a miniature shack in the parking lots of larger businesses. The new locations are looking into migrating to a retail/restaurant space with the other three locations. Their organization and unification of their computer network are nonexistent. Java Junction seeks contracts to redesign and build a current network design to support its existing locations and add additional locations to industry standards and current specifications. Hoping to provide that warm and inviting coffee shop atmosphere where coffee enthusiasts can seek a cozy retreat with the espresso sounds to read an eBook, but also can provide space for customers to continue their daily work outside the office. Additionally, it caters to the students and patrons busy with study, seeking inspiration for their next adventure.

As a part of their business expansion plan, they would like to update their Java Junction shacks with better network infrastructure, providing a reliable and secure connection to these locations and a state-of-the-art network infrastructure to carry them forward. Currently, Java Junction has three existing locations. These built-in mini shacks are in parking lots of anchor stores, and the headquarters is in a small office space in Maplewood, New Jersey.

Currently, the three locations are Bend, Oregon; Asheville, North Carolina; and Fredericksburg, Texas. These mini shacks are cleverly utilized for the coffee-making experience. They are on a short-term lease with their anchor stores and must be mobile to move at any time. The front has a walk-up window, and the side is a drive-thru window. Inside, the coffee machines are in the center of the hut. There is no customer seating on the inside, but it does have some outdoor patio seating in a section of the parking spaces each is occupying. In Bend, Oregon, the location currently uses an employee phone to connect their credit card terminal to the Internet to process credit cards because there is no suitable wired connection. The transactions are in a cash drawer under the front and drive-thru counters. In Asheville, North Carolina, this location was fortunate enough for the anchor store to allow them to connect an Ethernet cable from the store to a small aging 802.11b wireless Cable/DSL router for credit card transactions. Finally, Fredericksburg, Texas, obtained a cellular hotspot to provide Internet access to its credit card terminal and computerized point-of-sale system. At the Texas location, they also allow customers to connect to the hotspot to enjoy the Internet while they have coffee and work on tasks outside the office on the patio.

The Maplewood, New Jersey office has a receptionist, inventory curator/quality manager, accounts payable/receivable, and owner. They have a small five-room office with separate spaces for each employee and a break room which doubles as the conference room. Currently, they are using a single 802.11g wireless router connected to a small DSL connection of 25Mbps through a wireless connection. Each employee complains that the Internet is slow and that their computers are constantly buffering. They also travel to the locations several times throughout the year to ensure their business is still top-notch.

Java Junction is looking into expanding into Austin, Texas, Myrtle Beach, South Carolina, and Oak Bluff, Massachusetts. Each of these locations will be structured the same. All have a coffee counter with two order stations, a drive-thru window, a kitchen in the center, a customer seating/lounge area, and a private room for events; the whole space is approximately 2,000 square feet. Eventually, they will expand their menu to include food items other than the bakery items they are receiving frozen from the delivery supply food service.

Java Junction needs a proposal for the following:

- Secure and reliable network infrastructure for the office and all locations, existing and new
  - Ability to centrally manage devices, point-of-sale, applications, and inventory across all coffee shops
- Scalable design to accommodate the ever-expanding coffee shop growth
- New and improved Wi-Fi performance for customers.

### **Team must supply**

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

The 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. 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 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, 2025.** *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.
- Notes or note cards may be used.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Written proposal (Report Format) and Works Cited in one combined PDF file.	NDT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time



**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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>Written proposal in Report Format - PDF format</li> <li>Works Cited - PDF format. <b>All points or none are awarded by the technical judge.</b></li> </ul>				10	
<b>TECHNICAL POINTS</b>					
<b>Written Proposal</b>					
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"> <li>Message is attention-grabbing, compelling, and concise</li> <li>Message was developed according to topic</li> </ul>	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"> <li>Content without errors/No copyright violations</li> </ul>	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>Total Written Proposal Points (180 points maximum)</b>					
<b>Creativity</b>					
Solution is innovative <ul style="list-style-type: none"> <li>Fresh ideas, unique</li> </ul>	1-5	6-10	11-15	16-20	
<b>Total Creativity Points (20 points maximum)</b>					
<b>Specific Technical Recommendations</b>					
Plan includes design and deployment specifications for requirements in the topic.	1-10	11-20	21-40	41-50	
Plan includes structure and setup for the network.	1-5	6-10	11-15	16-20	
Plan identifies different bandwidth tiers and services.	1-5	6-10	11-15	16-20	

Network is designed for expansion and scalability. Plan ensures quality of service and reliable connection speeds.	1-5	6-10	11-15	16-20	
Value-added services are identified to enhance Internet experience and differentiate from competitors.	1-5	6-10	11-15	16-20	
<b>Total Specific Technical Recommendation Points (130 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (340 points maximum)</b>					

## (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	
<b>Total Presentation Points (160 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 500**

**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](http://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.

**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 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

## **(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](http://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

### **Method of evaluation**

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

### **Entries**

Each state is allowed five (5) entries

### **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.

## **(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](http://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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Release v1.2 October 4, 2024

## **(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](http://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

## **(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) [Visual Design Team](#)
- (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 a printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted.

Carry-in and set-up 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 a 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

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### **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 energy drink called, ChargedUp, has contacted you to design all the brand images and packaging for this new drink. You will need to create the following:

- Logo with tagline (Max Out Your Day)
- Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a fridge pack for four (4) energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a Point of Purchase display/shelf stand

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

### **Member must supply**

One envelope containing the materials as listed in the specifications section (only if not presenting electronically)

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.)

Digital presentation tools (device and software) (optional)

Props (optional)

Logo with tagline, Wrap around for 16 oz. can, Fridge pack for energy drinks and Works Cited (optional if they are not presenting electronically)

**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

Business Professionals of America Workplace Skills Assessment Program

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## Specifications

- All designs must be printed on 8½" x 11" paper
- It is recommended to be designed at least 300 dpi.
- **Logo with tagline, Wrap around for 16 oz. can, Fridge pack for energy drinks, Point of purchase shelf/stand, 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, 2025. 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 Competitor 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 Competitor is responsible for citing all sources including oneself 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
All files are combined below in a single compressed zip folder.  1) Logo with Tagline- PDF or JPG or PNG format 2) Wrap around for 16 oz. can - PDF or JPG or PNG format 3) Fridge pack for 4 energy drinks - PDF or JPG or PNG format 4) Point of purchase shelf/stand 5) Works Cited - PDF format 6) Release form - PDF format	GDP-MemberID.zip	April 1, 2025, 5:00 p.m. Eastern Time

### 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

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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<p><b>Member submitted the correct information and in the correct format.</b></p> <ul style="list-style-type: none"> <li>Works Cited formatted according to the <i>BPA Style &amp; Reference Manual</i>, in a single combined PDF file.</li> <li>Prints of logo including the tagline</li> <li>Wrap around for 16 oz. can design</li> <li>Fridge pack for 4 energy drinks</li> <li>Mockup of the Point of purchase display/shelf stand</li> <li>Signed Release Form(s)</li> </ul> <p style="text-align: center;"><b>All points or none are awarded by the Technical Judge</b></p>					
<b>Production Layout</b>					
<p><b>LOGO</b></p> <ul style="list-style-type: none"> <li>Creativity and Originality: Logo is creative, original, and visually appealing.</li> <li>Conceptualization: Logo concept aligns with the brand identity and effectively communicates the message.</li> <li>Versatility: Logo can be easily resized and reproduced across various mediums without losing quality.</li> <li>Color Palette: The color palette is harmonious, visually pleasing, and suits the overall design</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>WRAP AROUND DRINK DESIGN (16 oz. can)</b></p> <ul style="list-style-type: none"> <li>Creativity: The design showcases originality and creativity in presenting the product.</li> <li>Visual Appeal: The overall design &amp; color scheme, teamed with the logo creates an attractive and cohesive packaging concept.</li> <li>Wrap Around Design: Effectively grabs attention and conveys the brand's message.</li> <li>Product Information: The ingredient list, weight, and other details are clearly on the label, and it wraps around the can.</li> </ul>	1-5	6-10	11-15	16-20	

<b>FRIDGE PACK FOR 4 ENERGY DRINKS (16 oz.)</b> <ul style="list-style-type: none"> <li>• Creativity: The overall design showcases originality and creativity in presenting the product.</li> <li>• Visual Appeal: The label is visually appealing and captures the attention of consumers.</li> <li>• Design: The design effectively grabs attention and conveys the brand's message.</li> <li>• Product Information: The ingredient list, weight, and other details are clearly on the fridge pack</li> </ul>	1–5	6–10	11–15	16–20	
<b>POINT OF PURCHASE DISPLAY/SHELF STAND</b> <ul style="list-style-type: none"> <li>• Creativity: The overall design showcases originality and creativity in presenting the product.</li> <li>• Visual Appeal: The label is visually appealing and captures the attention of consumers.</li> <li>• Design: The design effectively grabs attention and conveys the brand's message.</li> <li>• Product Information: The ingredient list, weight, and other details are clearly on the purchase display/shelf stand</li> </ul>	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	
Placement of design elements, rule of thirds, and emphasis of design.	1–5	6–10	11–15	16–20	
<b>TECHNICAL POINTS (180 points maximum)</b>					

## (410) Graphic Design Promotion

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Delivery <ul style="list-style-type: none"> <li>● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>● Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>● Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	1-5	6-10	11-15	16-20	
Ability to explain the development and design process for designing brand logo and packaging for ChargedUp.	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	
<b>All points or none are awarded per item below.</b>					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted no longer than six (6) minutes				5	
Appropriate use of grammar, spelling, and punctuation				10	
<b>TOTAL PRESENTATION POINTS (180 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 360**

**PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES**

## **(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](http://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

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### **Competencies**

- Demonstrate 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

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## **(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 public service announcement (PSA) about anti-bullying, mental health awareness, or an environmental issue. This video must have an impactful message, a call to action, an opening graphic, and educational content.

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.)

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### **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 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 1, 2025. 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.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in production.
- The Competitor 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.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project, Works Cited, and Release Form(s) in one combined PDF file.	DMP-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

**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.**

## (420) Digital Media Production

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Technical Scoring Rubric

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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"> <li>• Works Cited and signed Release Form(s) in one combined PDF file</li> </ul> <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.				20	
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 addresses anti-bullying, mental health awareness or environmental issues.	1–5	6–10	11–15	16–20	
<b>TECHNICAL POINTS (210 points maximum)</b>					

## (420) Digital Media Production

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
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	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

***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**

## **(425) Computer Modeling**

### **Description**

Given a scenario or prompt, member 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 the submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

### **Topic**

Your challenge is to model the interior of a living room designed for a military veteran who uses a wheelchair. Your design should include furniture, lighting, and decor to ensure the space is fully accessible and functional. The layout must allow the veteran to easily navigate and utilize all parts of the room, providing both comfort and independence. Focus on innovative solutions and thoughtful design to create a welcoming and practical environment.

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.)

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### **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.

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- 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.
- 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, 2025. 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.
- 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project, One Page Profile, Works Cited and Release Form(s) in one combined PDF file.	CM-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

## 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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"> <li>• URL in final project files, Works Cited, One (1) Page Profile and signed Release Form(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><b>All points or none are awarded by the technical judge.</b></p>				<b>10</b>	
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 room layout ensures accessibility and functionality for the veteran.	1-5	6-10	11-15	16-20	
The room includes innovative and adaptive furniture, lighting, and decor to enhance comfort and independence	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	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

## (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 room layout.	1-5	6-10	11-15	16-20	
Explains the reasoning on how the room layout design meets all the essential needs of the veteran.	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 design accessibility and functional living space.	1-5	6-10	11-15	16-20	
Answers to judges' questions: Provides a precise and persuasive response to questions.	1-5	6-10	11-15	16-20	
<b><i>All points or none are awarded per item below.</i></b>					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

***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**

Create a three to five (3:00 - 5:00) minute informative video showcasing the farm-to-table movement, the journey of food from its origins on a local farm to its final destination on a plate. If you do not have access to a local farm, you can incorporate a local community garden or farmer's market. The video should capture the following aspects:

- Introduce a local farm, community garden or farmer's market. Highlight the farmers, community garden or farmer's market and their sustainable practices
- Illustrate the distribution process including transportation and logistics involved in getting the food from the farm, community garden or farmer's market to our food supply chain
- Capture the end-user experience focusing on families or individuals purchasing and preparing a meal using farm-sourced ingredients
- Include interviews with experts relating to the farm industry, community garden, or farmer's market and/or consumers about their views on the importance of eating locally sourced food

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

### **Team must supply**

- 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.

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### **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

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- 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:

- 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, 2025. 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.
- The member may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project, Storyboard, Script, Works Cited and Release Form(s) in one combined PDF file	VPT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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 four (4) 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.
- 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

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate					Points Awarded
<b>Required Elements</b>					
● 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			
<b>Total Required Elements (60 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
The team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> <li>● Script, Storyboard, URL to the final project, Works Cited and signed Release Form(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><b>All points or none are awarded by the technical judge.</b></p>					
Final video promotion made effective use of time and was within contest time limit of three (3) to five (5) minutes.				20	
● 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	
<b>Total Content (110 points maximum)</b>					
<b>Quality</b>					
● 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	
● Audio quality (effective use of fades, normalizing, and/or use of sounds, & foley sound)	1-5	6-10	11-15	16-20	
<b>Total Quality (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (250 points maximum)</b>					

## (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	
<b>All points or none are awarded per item below.</b>					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

*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 - NLC Finals Rubric

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric - FINAL (Nationals Only)

Items to Evaluate					Points Awarded	
<b>Required Elements</b>		<b>Select One</b>		<b>Award all or none</b>		
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		
<b>Total Required Elements (90 points maximum)</b>						
<b>Items to Evaluate</b>		<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Content</b>						
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	
<b>Total Content (80 points maximum)</b>						
<b>Quality</b>						
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	
<b>Total Quality (80 points maximum)</b>						
<b>TOTAL TECHNICAL POINTS (250 points maximum)</b>						

**TOTAL MAXIMUM POINTS = 250**



## **(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 local up-and-coming rock band, Stage Fright, has contracted your team to create a website for them. Your site must include, but is not limited to:

- About – Write a description of the band along with profiles for each band member, their music, and how the band got started
- Tour Dates – Create a schedule of dates and locations with online ticket purchasing
- Merch (swag) – Create a page with your choice of merchandise for the band to sell along with purchasing options
- Contact Us – Include a booking link, email link, and customer service link

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

The 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, 2025. 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.
- The website must be available for viewing on the Internet on April 1, 2025. 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.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project (including any necessary login credentials, if necessary), Works Cited and Release Form(s) in one combined PDF file.	WDT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

**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

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, 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, in the correct format, as one (1) PDF file. <ul style="list-style-type: none"> <li>Works Cited formatted according to the <i>BPA Style &amp; Reference Manual</i>, in a single combined PDF file.</li> <li>Project URL (including login information if required)</li> <li>Signed_Release Form(s)</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge</i></p>				10	
<b>Page Layout</b>					
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	
<b>Navigational Theme</b>					
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	
<b>Graphic Media Use</b>					
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	
<b>Content</b>					
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	
<b>Technical</b>					
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	
<b>Grammar, spelling, punctuation, and usage</b>	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>TOTAL TECHNICAL POINTS (330 points maximum)</b>					

## (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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

*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**

The government is developing plans to establish a colony on Mars. Your team has been selected to create a detailed animation mockup of a future Martian city. The mockup should include housing, innovative buildings, transportation systems, and public spaces. Showcase how humans might live, work, and thrive on the Red Planet, highlighting cutting-edge technology and sustainable practices.

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**

- 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, 2025. 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.
- 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 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project files, Release Forms and Works Cited in one combined PDF file.	CAT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

**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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team used 3D Animation Software	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, 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"> <li>• URL to project files, Works Cited, Storyboard and signed Release Form(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><b>All points or none are awarded by the technical judge.</b></p>				10	
Final animation made effective use of time and was within the content time limit of 2 minutes				20	
<b>Complexity/Craftsmanship</b>					
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	
<b>Total Complexity/Craftsmanship (60 points maximum)</b>					
<b>Animation</b>					
<b>Squash and Stretch</b> - 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	
<b>Anticipation</b> - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
<b>Staging</b> - 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	
<b>Slow-Out and Slow-In Techniques</b> - Used to simulate natural movements (i.e., fluid motion)	1-5	6-10	11-15	16-20	
<b>Secondary Action(s)</b> - Used to add dimension to the animation. (hair, fur, clothing, flags, water, etc.)	1-5	6-10	11-15	16-20	
<b>Total Animation (100 points maximum)</b>					

## (440) Computer Animation Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

<b>Technical Scoring Rubric (Continued)</b>					
<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Composition</b>					
<b>Execution of Plan:</b> 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)	
<b>Total Composition (100 points maximum)</b>					
<b>Creativity</b>					
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	
<b>Total Creativity (90 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (300 points maximum)</b>					

## (440) Computer Animation Team

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

***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 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 (3:00 - 5:00) minute news broadcast containing a weather segment, a teaser, and a story that is informative and engaging to help educate teenagers on essential financial knowledge and the steps they can take now to secure a successful financial future. The video should highlight important financial concepts such as:

- Saving
- Investing
- Budgeting
- Understanding credit

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

### **Teams must supply**

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 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
  - One (1) well-developed news story and one (1) weather broadcast
  - 15-30 second promo or tease
  - Outro music with credits
  - The team may utilize audio, text, video, graphics, and animation
  - Continuity must exist in the news production
  - 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, 2025. 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.

- 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.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project, script, Release Forms and Works Cited in one combined PDF file.	BNPT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

**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 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Select One	Points Possible	Points Awarded
<b>Required Elements</b>			
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	
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>● URL to project files, Works Cited, script and signed Release Form(s) in one combined PDF file</li> </ul> <b>All points or none are awarded by the technical judge.</b>		10	
News Production made effective use of time and was within the contest time limit of 3-5 minutes. <b>All points or none are awarded by the technical judge.</b>		20	

#### Total Required Elements (130) points maximum

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
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)



<b>Quality</b>					
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	
<b>Total Quality (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (350 points maximum)</b>					

## (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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

***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)

Items to Evaluate	Select One	Points Possible	Points Awarded		
<b>Required Elements</b>					
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			
<b>Total Required Elements (110 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
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)	
<b>Total Content (140 points maximum)</b>					
<b>Quality</b>					
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	
<b>Total Quality (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (330 points)</b>					

## **(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 discussing social media trends and their impact on teen culture. Explore topics such as TikTok challenges and/or the rise of social media influencers and how social media shapes opinions.

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, 2025. 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.
- Use of transitions and continuity must exist in 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to project, Release Forms and Works Cited in one combined PDF file.	PPT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate					Points Awarded
<b>Required Elements</b>					
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		
<b>Total Required Elements (50 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
The team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> <li>• Works Cited and signed Release Form(s) in one combined PDF file</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></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	
<b>Total Content (120 points maximum)</b>					
<b>Quality</b>					
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	
<b>Total Quality (60 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

## (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	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (120 points maximum)</b>					

*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**

Develop a digital shopping platform tailored to support a new cafe opening in your hometown called The Brew Barn. Your design must include the following:

- Responsive website mockup
- Mobile app mockup
- Social media campaign mockup (teams can choose the social media platform of their choice)

Suggestion user experiences to include:

- Allow users to easily browse drinks and other menu items, accumulate rewards for purchasing menu items and merchandise, and review items to earn free rewards.
- Highlight new specialty drinks and menu items and upcoming events for a season of your choice.
- Integrate social media features to enhance customer engagement and provide a platform for small businesses to connect with their customers.

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

### **Member must supply**

- 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, 2025.**
  - 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 will 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.
- 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URLs to projects, Release Forms and Works Cited in one combined PDF file.	UEDT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

## 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• Signed Release Form(s), Works Cited, URLs to the three (3) projects in one (1) combined PDF</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Content</b> The project demonstrates a deep understanding of the target audience and effectively communicates the intended message.	1-10	11-20	21-40	41-50	
<b>Technique</b> The project demonstrates exceptional technical skills and execution. Visual elements, interactions, and navigation are easily followed.	1-5	6-10	11-15	16-20	
<b>Creativity/Originality</b> The project demonstrates innovative and original ideas.	1-5	6-10	11-15	16-20	
<b>Influence</b> 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	
<b>Innovative Technology</b> 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	
<b>Grammar</b> The project is free from any grammatical errors.	0 (3+ errors)	5 (2 errors)	10 (1 error)	20 (0 errors)	
<b>User Experience</b> The implementation is seamless and aligns well with the project goals.	1-5	6-10	11-15	16-20	
<b>TECHNICAL SCORE (180 points maximum)</b>					

## (455) User Experience 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"><li>• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li><li>• Presents the information in a highly structured and organized manner that is easy to follow.</li><li>• Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li></ul>	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	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 310**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

## **(460) Visual Design Team**

### **Description**

Create a new brand image for a company.

### **Eligibility**

Any secondary division 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 local farmers market, Rustic Roots – Nature’s Charm, Crafted with Care. The team must create a logo for the farmers market and at least three (3) additional items. Other items could include a roadside sign/banner, postcard, T-shirt, swag, reusable bag, social media ads for Facebook, Instagram, and TikTok, etc. In addition to the logo, include the following information on the three (3) items:

- Location: Alligator Lake, Downtown Orlando, FL
- Dates: April – October on Saturdays
- Operating Hours: 7 a.m. – 1:30 p.m.

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

The 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.
- It is recommended to be designed at least 300 dpi.
- The promotion package components (logo and three team created files) can be JPG, PNG, MP4 or PDF formats.
- **All project documents, including signed Release Forms and Work Cited, must be compressed in a single zip file. URL to zipped project files must be pre-submitted to <https://upload.bpa.org>, no later than 5:00 p.m. Eastern Standard Time on April 1, 2025.**
- 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 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.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- 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.

## Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
URL to all project files combined below in a single compressed zip folder.  <ol style="list-style-type: none"><li>1. Logo with tagline (JPG, PNG, or PDF)</li><li>2. The other 3 items – JPG, PNG, MP4 or PDF</li><li>3. Works Cited - PDF format</li><li>4. Release form(s) - PDF format</li></ol>	VDT-TeamID.zip	April 1, 2025, 5:00 p.m. Eastern Time

## 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

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>● Signed Released Form(s)</li> <li>● Logo with Tagline – PDF, JPG or PNG Format</li> <li>● At Least (3) other Components – PDF, JPG, MP4 or PNG Format</li> <li>● Works Cited formatted according to the BPA Style &amp; Reference Guide</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the Technical Judge.</i></b></p>				20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products show 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	
<b>TOTAL TECHNICAL POINTS (200 points maximum)</b>					

## (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"> <li>● Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li> <li>● Presents the information in a highly structured and organized manner that is easy to follow.</li> <li>● Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li> </ul>	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	
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	1-2	3-5	6-8	9-10	
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	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

***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**

Business Professionals of America Workplace Skills Assessment Program  
**Material contained in this publication may be reproduced for member and/or event use only.**

Release v1.2 October 4, 2024

## **(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](#)
- (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:** VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

**Task:** Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

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
- The 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, 2025. 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Marketing Plan and Works Cited in one combined PDF file.	GMT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
Marketing plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited formatted according to the BPA Style & Reference Manual, in a single combined PDF file)	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> <li>• Marketing Plan and Works Cited - PDF format</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>					
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	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

**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.	
All points or none are awarded per item below					
Set-up lasted no longer than three (3) minutes - <b>5 points</b>					
Presentation lasted no longer than ten (10) minutes - <b>5 points</b>					
At least two original team members in attendance at time of presentation – <b>10 points</b>					
<b>TOTAL PRESENTATION POINTS (160 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 390**

**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.

*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](http://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

Business Professionals of America Workplace Skills Assessment Program

**Material contained in this publication may be reproduced for member and/or event use only.**

Release v1.2 October 4, 2024

## 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, 2025. 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.
- 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.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Business Plan and Works Cited in one combined PDF file.	ENT-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
Business plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited)	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

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"> <li>Business Plan - PDF format</li> <li>Works Cited</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				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	
<b>TOTAL TECHNICAL POINTS (190 points maximum)</b>					

**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	Speaker rarely maintains eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speaker occasionally breaks eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speaker maintains good eye contact, uses appropriate gestures and body language, and vary their tone and pace adequately.	Speaker maintains 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	Member does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	Member provides some supporting documentation, but it lacks organization or relevance.	Member provides adequate supporting documentation that is generally organized and relevant to the presentation.	Member provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	
Set-up lasted no longer than three (3) minutes - <b>5 points</b>					
Presentation lasted no less than five (5) minutes or no more than seven (7) minutes - <b>5 points</b>					
<b>TOTAL PRESENTATION POINTS (110 points maximum)</b>					

*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 = 300**

Business Professionals of America Workplace Skills Assessment Program  
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Release v1.2 October 4, 2024

## **(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**

Innovation Retail, a well-established chain of brick-and-mortar retail stores, is grappling with declining sales due to the surge in e-commerce. The stores, located in a city of 550,000 people, employ eight full-time employees at each of their four locations located in different parts of the city. The hours of operation at each store are Monday – Friday from 9:00 a.m. – 5:30 p.m., Saturday from 9:00 a.m. – 2:00 p.m., and closed on Sunday.

Over the past two years, in-store sales have dropped significantly: by 27% at store 1, 24% at store 2, and 19% at store 3. At the fourth store's location, there was a slight increase in sales of 15%. CEO Matthew Lawrence has decided to embark on a digital transformation project to integrate online and offline



shopping experiences, tasking project manager Monroe Lewis and his team with leading this initiative. However, due to the continued decrease in sales and multiple attempts to generate additional income, discussions are now taking place about potentially cutting employees at each location. Even though total sales decreased at three stores, each full-time salesperson was paid a 20% commission on every purchase plus a bonus.

### Internal Challenges

- Employee morale
- Employee digital skills gap
- Balancing resources between physical stores and developing the digital platform
- Employee costs

### External Challenges

- Technology adoption
- E-commerce competition
- Economic factors
- Changing consumer behavior

As a team, you will develop a plan with different strategies for Monroe Lewis and his team to employ to help Innovation Retail be more profitable. While developing your plan, consider the following questions:

- How can Innovation Retail use its physical stores to make online shopping better and attract more customers?
- What online marketing methods can help bring more people to both the website and the physical stores?
- What new technology is needed to connect online and in-store shopping smoothly?
- How can Innovation Retail make customers more loyal and keep them coming back?
- What ways can Innovation Retail save money without hurting employee morale or customer service?

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.
- The 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, the 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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	
<b>TOTAL PRESENTATION POINTS (160 points maximum)</b>					

***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.

**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, 2025. 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, 2025.
- 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.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

### Upload Requirements

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Cover Letter and Résumé as separate PDF files.	IS-MemberID-coverletter.pdf IS-MemberID-resume.pdf	April 1, 2025, 5:00 p.m. Eastern Time

### 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"> <li>• Cover Letter - PDF format</li> <li>• Résumé - PDF format</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				10	
<b>Cover Letter (Must follow business letter format in the <i>Style &amp; Reference Manual</i>)</b>					
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	
<b>Résumé</b>					
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	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (515) Interview Skills

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
<b>Applicant's Greeting:</b> Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
<b>Applicant's Appearance:</b> Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
<b>Personality and Poise:</b> Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
<b>Responses:</b> Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5	6-10	11-15	16-20	
<b>Showed evidence of the following skills:</b> Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
<b>TOTAL INTERVIEW POINTS (240 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 410**

## **(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.

**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, 2025. 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, 2025.
- 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.
- 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 the set-up of equipment. If notebook/laptop or tablet is used it can only be set up 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.
- 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.**
- Materials previously submitted to the website will *not* be available at the time of interview.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Advanced Interview Skills contest.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Cover Letter and Résumé as separate PDF files.	AIS-MemberID-coverletter.pdf AIS-MemberID-resume.pdf	April 1, 2025, 5:00 p.m. Eastern Time

**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"> <li>● Cover Letter - PDF format</li> <li>● Résumé - PDF format</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				10	
<b>Cover Letter (Must follow business letter format in the <i>Style &amp; Reference Manual</i>)</b>					
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	
<b>Résumé</b>					
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	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (520) Advanced Interview Skills

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Interview Scoring Rubric

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Applicant's Greeting:</b> Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
<b>Applicant's Appearance:</b> Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
<b>Personality and Poise:</b> Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
<b>Responses:</b> 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	
<b>Showed evidence of the following skills:</b> Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
<b>Portfolio:</b> Information included relates to position Presentation demonstrates job competence Effective use of portfolio	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
<b>TOTAL INTERVIEW POINTS (260 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 430**

## **(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.**

Business Professionals of America Workplace Skills Assessment Program  
**Material contained in this publication may be reproduced for member and/or event use only.**

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## (525) Extemporaneous Speech

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Evaluation of Speech	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1-5	6-10	11-15	16-20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
<b>Mechanics:</b> Diction, grammar, word pictures, pronunciation	1-5	6-10	11-15	16-20	
<b>Closing:</b> Summary and conclusion	1-5	6-10	11-15	16-20	
<b>Effectiveness:</b> Was purpose achieved (to decide, to impress, to inform, to persuade)?	1-5	6-10	11-15	16-20	
<b>Topic:</b> 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	
<b>TOTAL PRESENTATION POINTS (170 points maximum)</b>					

**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 the contestant violate this rule?</i>	<input type="checkbox"/> Yes ( <i>Disqualification</i> )	<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
<b>Opening:</b> Introduction of case study	1–5	6–10	11–15	16–20	
<b>Effectiveness of presentation:</b> Purpose achieved, logically organized, clearly understood	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation, gestures, poise, eye contact	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Solution to case study:</b> Quality of solution Development of subject matter Depth of research	1–5	6–10	11–15	16–20	
<b>Problem solving skills</b>	1–5	6–10	11–15	16–20	
<b>Response to Judges' questions</b>	1–5	6–10	11–15	16–20	
The presentation lasted no less than three (3) and no more than five (5) minutes.				5	
Did <i>not</i> use any materials other than those specified for the event.				5	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 150  
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

Ethics and Professionalism Resources 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 effective communication skills nonverbal gestures
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- 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
<b>Opening:</b> Introduction of case study	1-5	6-10	11-15	16-20	
<b>Effectiveness of presentation:</b> Purpose achieved, logically organized, clearly understood	1-5	6-10	11-15	16-20	
<b>Mechanics:</b> Diction, grammar, pronunciation, gestures, poise, eye contact	1-5	6-10	11-15	16-20	
<b>Closing:</b> Summary and conclusion	1-5	6-10	11-15	16-20	
<b>Solution to case study:</b> Quality of solution Development of subject matter Depth of research	1-5	6-10	11-15	16-20	
<b>Problem solving skills</b>	1-5	6-10	11-15	16-20	
<b>Response to judges' questions</b>	1-5	6-10	11-15	16-20	
All Points or none are awarded per item below					
The presentation lasted no less than five (5) and no more than seven (7) minutes.				5	
Did <i>not</i> use any materials other than those specified for the event.				5	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 150  
PRESENTATION WILL BE STOPPED AT SEVEN (7) 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 the 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
<b>Introduction</b>	1-5	6-10	11-15	16-20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
<b>Content:</b> Development of subject matter, depth of research	1-5	6-10	11-15	16-20	
<b>Mechanics:</b> Diction, grammar, pronunciation	1-5	6-10	11-15	16-20	
<b>Closing:</b> Summary and conclusion	1-5	6-10	11-15	16-20	
<b>Effectiveness:</b> 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 &amp; Reference Manual</i> .				10	
<b>TOTAL PRESENTATION POINTS (190 points maximum)</b>					

***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 offered by the American Institute of Parliamentarians.***

### **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 at 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 the 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
<b>Chairperson's presiding ability</b>						
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	
<b>Clarity and correctness of business transactions</b>						
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	
<b>Total Points Awarded by Judge 1 Only (120 points maximum)</b>						

#### Judge 2 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
<b>Followed voting procedures</b>						
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	
<b>Judges' questions</b>						
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	
<b>Total Points Awarded by Judge 2 Only (90 points maximum)</b>						

## (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
<b>General participation by members, excluding secretary.</b>						
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	
<b>Quality of discussion and power of expression, communication skills, and poise.</b>						
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 four original team members in attendance at time of presentation					10	
<b>Total Points Awarded by Judge 3 Only (160 points maximum)</b>						

**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**

Career and Technical Student Organizations (CTSOs), such as BPA, are pivotal in shaping students' personal and professional development. Engaging in these organizations provides a dynamic platform for honing essential skills like leadership, communication, and teamwork, fostering growth through hands-on experiences and competitive events. Moreover, BPA offers invaluable networking opportunities, connecting students with industry professionals and alumni, potentially leading to mentorship and job prospects. However, the decision to join or not join BPA is influenced by various factors, including the perceived benefits and drawbacks of involvement, individual priorities, personal circumstances, and additional considerations such as time commitment, financial costs, stress management, and maintaining a healthy work-life balance.

Your task is to create a presentation based on both research and personal experience that uncovers the factors influencing student involvement in BPA to empower future members to make informed decisions about joining BPA and maximize their experience within the organization.

Points to consider include but are not limited to:

- Perceived benefits (pros) and drawbacks (cons) of BPA involvement
- Importance of leadership, communication, and teamwork skills
- Networking opportunities and potential mentorship/job prospects
- Time commitment and financial costs associated with membership and participation
- Stress management and coping strategies
- Strategies for maximizing the BPA experience

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.
- The 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 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 Competitor 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.**

## (555) Presentation Individual

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)					
Member followed topic					<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines					<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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	
All Points or none are awarded per item below					
Setup lasted no more than three (3) minutes				5	
The presentation lasted no less than seven (7) and no more than ten (10) minutes.				5	
Documentation submitted at time of check-in: One (1) of copy Works Cited and one (1) copy of signed Release Form at time of presentation. <b><i>Must have copies for both preliminaries and finals</i></b>				10	
Works Cited formatted according to the <i>Style &amp; Reference Manual</i>				10	
<b>TOTAL PRESENTATION POINTS (250 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS =250 | PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

Business Professionals of America Workplace Skills Assessment Program  
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Release v1.2 October 4, 2024



## **(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**

Imagine your team is tasked with delivering a presentation on a topic shaping our world: Artificial Intelligence (AI). Your mission? Craft a 7-10-minute presentation exploring AI's impact on society. As a team, you will need to conduct thorough research to uncover real-world examples and statistics that illustrate how AI is transforming industries, reshaping labor markets, and raising important ethical questions.

Points to consider include but are not limited to:

- Impact of AI on job markets
- Ethical considerations of AI algorithms
- Privacy concerns related to AI technology
- Societal changes resulting from increased automation

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.
- The 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.
- 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.
- 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

Required Elements	
(If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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	
All Points or none are awarded per item below					
Setup lasted no more than three (3) minutes				5	
Presentation lasted no less than seven (7) and no more than ten (10) minutes				5	
Documentation submitted at time of check-in: One (1) copy of Works Cited and signed Release Forms at time of presentation. Must have copies for both preliminaries and final				10	
Works Cited formatted according to the <i>Style &amp; Reference Manual</i>				10	
At least two original team members in attendance at time of presentation				10	
<b>TOTAL PRESENTATION POINTS (280 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS =280 | PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

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Release v1.2 October 4, 2024

## **(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**

The healthcare system is currently experiencing an increase in mental health-related issues such as patient anxiety and staff burnout. Create a presentation for the Board of Directors at a nearby hospital proposing they establish an animal-assisted program to benefit patients and staff.

### **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.).
- Member should use space, color, and text as design factors.
- The 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 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 Competitor 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

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y   <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y   <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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	
All Points or none are awarded per item below					
Set-up 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	
Documentation submitted at time of check-in: Works Cited (1 copy) and signed Release Form(s) (1 copy) at time of presentation <b><i>Must have copies for both preliminaries and finals</i></b>				10	
Works Cited formatted according to the <i>Style &amp; Reference Manual</i>				10	
<b>TOTAL PRESENTATION POINTS (250 points maximum)</b>					

**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](https://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 them 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 found 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. The 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.

## WORKPLACE SKILLS ASSESSMENT PROGRAM

### NEW EVENT PROPOSAL

**NOTE: THE REGIONAL LEVEL TEST MUST BE SUBMITTED WITH THE NEW EVENT PROPOSAL**

**Description:**

<b>Proposed By:</b>	<b>E-mail Address:</b>
<b>Contest Name:</b>	
<b>Career Cluster/Pathway:</b>	

**Competencies:**  
(Specific skills needed to compete in this event)

Source/Organization/Agency	Acronym	Website or Location of Information	Section, Chapter, etc. Referenced in Performance Standards	Date of Edition or Version
States Career Cluster Initiative	SCCI	<a href="http://www.careerclusters.org">www.careerclusters.org</a>		
National Business Education Association Standards	NBEA	<a href="http://www.nbea.org">www.nbea.org</a>		
Common Core Standards	CCS	<a href="http://www.corestandards.org/the-standards">www.corestandards.org/the-standards</a>		
21 <sup>st</sup> Century Skills	C21			
All Aspects of the Industry	AA			
Other (as applicable)				

**List of Major Instructional Resources:**  
(websites, textbooks, essential equipment, reference materials, supplies)

**Resources:**  
[www.bpa.org](http://www.bpa.org)  
Business Professionals of America

<b>Student Performance Standards (Learner Outcomes or Knowledge and Skill Statements)</b>							
List all event specific objective and indicate linkage to a national standard	SCCI	NBEA	CCS	C21	AA	Other	

**Rationale:** (Explain need for new event and how it furthers the mission of the Workplace Skills Assessment Program.)

**All Aspects of Industry**

- |                  |                                |                                       |
|------------------|--------------------------------|---------------------------------------|
| AA1 - Planning   | AA4 - Technical and Production | AA7 - Community Issues                |
| AA2 - Management | AA5 - Principles of Technology | AA8 - Health, Safety, and Environment |
| AA3 - Finance    | AA6 - Labor Issues             | AA9 - Personal Work Habits            |

## Academic Integrity Policy

Academic integrity is at the center of Business Professionals of America's educational mission. It is imperative that all work submitted by our membership be a true reflection of that individual's and/or team's effort and ability. This includes, but is not limited to:

- Workplace Skills Assessment Program (WSAP) competitive event project submissions and all online assessments.
- Application submissions for the BPA Cares, Torch Awards or scholarship programs.

Any member (including, but not limited to, advisors, students, alumni, volunteers) who has demonstrated unacceptable academic behavior by violating the National BPA Academic Integrity Policy is subject to disciplinary action.

Intentional or unintentional violations of the Academic Integrity Policy, include but are not limited to:

- Not citing a source in text and/or in a Works Cited when:
  - Using another individual's work, idea or opinion
  - Using information from any source or reference material
  - Using any charts, infographics, pictures, sounds or any other media elements
  - Using quotations from an individual's actual spoken or written words
  - Paraphrasing (putting into your own words) an individual's work
- Allowing advisors, alumni, parents, friends or any other individual to create content for the competitor(s)
- Attempting to cheat on any objective online or offline assessment exam (example: using online resources and/or old BPA tests during the event)
- Removing and/or sharing any event-specific information from the event (such as the test, application tasks, objective test questions, speech prompts, etc...)
- Fabricating signatures on entry forms and/or release forms
- Fabricating sources (such as creating fictitious articles or authors)
- Re-using your own projects from previous years (self-plagiarism)
- The use of ChatGPT (or other AI tools) to complete any submitted work must be properly documented and sourced on the works cited document.

### National BPA Academic Integrity Violation Procedures

The following guidelines will be adhered to if a member has demonstrated a violation of the National BPA Academic Integrity Policy:

1. Any individual who discovers sufficient information to substantiate an academic integrity violation should immediately (within one hour) complete an Academic Integrity Violation Form and submit to the BPA Director of Education at the Competitive Events Headquarters if during NLC, or via email if occurring prior to NLC (pre-judged materials, BPA Cares applications, Torch Award resumes, scholarship applications, etc.).
2. Upon receipt and review of the Academic Integrity Violation Form, the Director of Education will notify the Grievance Committee of the alleged violation (including a detailed synopsis and proof to substantiate the violation via the Academic Integrity Violation Form).
3. The Grievance Committee will review the Academic Integrity Violation Form and, if the violation is substantiated, determine an appropriate course of disciplinary sanction(s) based on proof and the severity of the violation, which may include:
  - a. a reduced score on any scorable item/entry
  - b. a grade of "zero" on any scorable item/entry
  - c. immediate disqualification from the related competitive event, BPA Cares program, Torch Awards program, scholarship and/or any other related event in the BPA Platform, and/or
  - d. membership suspension.
4. The respective member, local advisor, and state advisor or designee will be notified of the Academic Integrity Violation and given the opportunity to respond/appeal the decision if disciplinary action is taken.

State associations may follow these violation procedures for their regional and state leadership conferences and/or may enforce additional penalties.

## ACADEMIC INTEGRITY VIOLATION FORM

Please fill out the form below within one (1) hour of the violation to file an academic integrity violation. The completed form should be hand delivered to the Director of Education at the BPA NLC Competitive Events Headquarters if the violation occurs during NLC, or via email if occurring prior to NLC (pre-judged materials, BPA Cares applications, Torch Award resumes, scholarship applications, etc.). The BPA Grievance Committee will notify the member, local advisor, and state advisor or designee of the Academic Integrity Violation and an opportunity will be provided to respond/appeal the decision if the violation is substantiated, and disciplinary action is taken.

If you have multiple members and/or a team to report for the same violation, complete the form and save the file once for each member/team and update the information beginning on page 2.

### REPORTER INFORMATION

Name: \_\_\_\_\_

Report Date: \_\_\_\_\_

Position Title: \_\_\_\_\_

Report Time: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### VIOLATION INFORMATION

Member/Team Name:  
\_\_\_\_\_

Date(s) of Violation: \_\_\_\_\_

Violation Description:

*Please include **specific details/proof** as to what happened, when it happened, where it happened, and who was involved. Please attach any supporting documentation to this form. Continue on back if necessary.*

## MEMBER/TEAM INFORMATION

Please complete this section of the form for **each member/team** you believe is/are responsible for academic dishonesty.

Member/Team Name: \_\_\_\_\_

Member/Team ID# (if known): \_\_\_\_\_

### Violation(s): *(Mark all that apply.)*

- 1a. Cheating:** Attempting to cheat on any objective online or offline assessment exam (example: using online resources and/or old BPA tests during the event). Allowing advisors, alumni, parents, friends or any other individual to create content for a member/team.
- 1b. Citation(s):** Failure to cite a source in text and/or in a Works Cited when using another individual's work, idea or opinion, using information from any source or reference material, using any charts, infographics, pictures, sounds or any other media elements, and/or using quotations from an individual's actual spoken or written work.
- 1c. Complicity in Academic Dishonesty:** Helping or attempting to help another member/team to commit an act of academic dishonesty.
- 1d. Fabrication:** Fabricating signatures on entry forms and/or release forms and/or fabricating sources (such as creating fictitious articles or authors).
- 1e. Impermissible Collaboration:** Removing and/or sharing any event-specific information from an event (such as a test, application tasks, objective test questions, speech prompts, etc.).
- 1f. Self-Plagiarism:** Re-using your own project(s) from previous years.

### Disciplinary Sanctions Imposed: *(Mark all that apply.)*

- No sanctions imposed
- Reduced score
- Zero score
- Disqualification
- Membership suspension

Comments regarding committee sanctions:

\_\_\_\_\_  
Board Representative

\_\_\_\_\_  
Board Representative

\_\_\_\_\_  
National Officer

\_\_\_\_\_  
National Officer

\_\_\_\_\_  
Local Officer

\_\_\_\_\_  
Local officer

\_\_\_\_\_  
Executive Director