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# Middle Level Guidelines

## 2024-25

Workplace Skills Assessment Program

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Version 1.1 October 4, 2024

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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 *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 Program 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/district or state levels.

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

### Awards and Recognition

For the Middle Level, 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 Competitive Events

## What's New!!

Welcome to the 2023-2024 membership year. Here's what's new for the Middle 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.
- All points for all presentation rubrics have been changed to 100 total points.
- 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.

### **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.

## 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."

Advisors are able to 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 and state levels.

Please refer to event guidelines for further details regarding member eligibility.

### Number of Contests

Middle Level students may participate in two (2) events, only one of which may be a team event. This number includes pilot events. A student may *not* participate in both individual speech events. 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.

### 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 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 the Executive Council (current officers and candidates) will be rescheduled at the National level.

### Use of Materials

Members may *not* share individual supplies and/or materials 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.**

### 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.

### **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 Events Headquarters will supervise the area. All tests must remain in the room. Refer to the NLC program for the exact time and location.

### **Proofreader's Marks**

Standardized proofreader's marks have been identified by Digital Solutions and are 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 Site**

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

### **Use of Cellular Phones/Smart Devices**

The use of cellular phones and/or smart devices, including digital watches, that can be used to record, transmit, receive, or play back audio, photographic, text, or video content in testing, preparation, and presentation rooms is strictly prohibited. In the event that a contestant/team is utilizing a cellular phone as a mobile hotspot, the phone must 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**

All printing done in the computer lab must be in black/white or grayscale.

### **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**

Students' name badges should 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.

### **Student-Provided Equipment**

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

### **Artificial Intelligence**

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

### **Academic Integrity Policy**

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

## NLC CALCULATOR GUIDELINES

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

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

### **Prohibited calculators include:**

- Texas Instruments models beginning with TI-89 and TI-92, TI-Nspire CAS (Note: The TI-Nspire (non-CAS) is permitted)
- Hewlett Packard models beginning with HP Prime, HP 48GII, HP 40G, HP 49G, HP 50G
- Casio models including fx-CP400 (ClassPad 400), Algebra fx 2.0, ClassPad 300 & 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.



## 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.

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

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

Item	Deadline	Websites
(940) Digital Game Design Team	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
(945) 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>
(950) 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>
(955) 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>
(960) 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>
(970) Entrepreneurship Exploration	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
(990) Human Resource Exploration	Submitted by 5:00 p.m. Eastern Time, April 1, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
Virtual Events (V01 - V15)	Submitted by 5:00 p.m. Eastern Time, January 15, 2025	<a href="https://upload.bpa.org">https://upload.bpa.org</a>
NLC Competitive Events Registration	Online registration by April 1, 2025	<a href="http://register.bpa.org">http://register.bpa.org</a>

## NLC PRE-SUBMISSION GUIDELINES

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

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>NOTE: PAY CLOSE ATTENTION TO THE SAVED FILE NAMING CONVENTIONS</b>			
<b>Management Information Systems</b>			
(940) Digital Game Design Team	URL to project, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>DGDT-MemberID.pdf</b>	Not required
<b>Digital Communication &amp; Design</b>			
(945) Graphic Design Promotion	Flyer - PDF or JPG or PNG format Logo - PDF or JPG or PNG format Works Cited - PDF format	<b>GDP-MemberID-Flyer</b> <b>GDP-MemberID-Logo</b> <b>GDP-MemberID-WorksCited.pdf</b>	1 copy of Flyer 1 copy of Logo 1 copy of Works Cited  NOTE: Only if not presenting electronically.
(950) Video Production Team	URL to project, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>VPT-MemberID.pdf</b>	Not required
(955) Website Design Team	URL to project (Any necessary login credentials will need to be added if necessary.), Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>WDT-MemberID.pdf</b>	Not required
(960) Visual Design Team	URL to project, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	<b>VDT-MemberID.pdf</b>	Not required
<b>Management, Marketing &amp; Communication</b>			
(970) Entrepreneurship Exploration	Research Paper - PDF format Works Cited - PDF format	<b>ENT-MemberID.pdf</b>	Not required
(990) Human Resource Exploration	Job Shadow Request Letter - PDF Format	<b>HRE-MemberID.pdf</b>	Not required

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

## VIRTUAL EVENT PRE-SUBMISSION GUIDELINES

Event	What to Submit at <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—Software provided at state level may vary!*

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

<b>Event</b>	<b>Software Packages</b>
(915) Administrative Support Team	MS Word 2021, MS Excel 2021, MS PowerPoint 2021, MS Access 2021, and MS Publisher 2021
(925) Word Processing	MS Word 2021
(930) Spreadsheet Applications	MS Excel 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.** Electrical power will be provided. Carry-in and setup of equipment must be done solely by the member(s) and must take place within the time allotted.

Members must bring their own visual display technology for:

- (940) Digital Game Design Team
- (950) Video Production Team
- (955) Website Design Team
- (960) Visual Design Team
- (970) Entrepreneurship Exploration
- (985) Presentation Team

Business Professionals of America assumes no responsibility for hardware/software provided by member(s). 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.

### 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**

## MIDDLE LEVEL JUDGED EVENT GUIDELINES

### Management Information Systems

(940) Digital Game Design Team

### Digital Communication & Design

(945) Graphic Design Promotion  
(950) Video Production Team

(955) Website Design Team  
(960) Visual Design Team

### Management, Marketing & Communication

(970) Entrepreneurship Exploration  
(975) Extemporaneous Speech  
(980) Prepared Speech

(985) Presentation Team  
(990) Human Resource Exploration

### Judged Events Documentation Forms

All forms are available in the Download Center at <https://members.bpa.org>.

### Release Form

Events that utilize images (photographs, video, or audio) require a Release Form for each individual represented in the project, even if the individual is a participating student in the event. ***For pre-submitted events, physical Release Forms do not need to be provided at the time of presentation at NLC.***

### Works Cited

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

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

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

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

### **Pre-submitted Events**

- (940) Digital Game Design Team
- (945) Graphic Design Promotion
- (950) Video Production Team
- (955) Website Design Team
- (960) Visual Design Team
- (970) Entrepreneurship Exploration
- (990) Human Resource Exploration

### **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 display 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 game played will be Rocket League (Middle Level) and Fortnite (Secondary/Postsecondary).

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

**(940) Digital Game Design Team**

**Topic:** Create a game that utilizes “Interactive Storytelling” that emphasizes narrative-driven gameplay. Empower players to make choices that shape the story and its final outcome. The story can be a twist on real life or entirely fictional. Remember that all elements of the game must be appropriate for a school setting. Please include at least a minimum of 4 “choice” opportunities for players within the game.

**(945) Graphic Design Promotion**

**Topic:** Develop a theme and illustrate the theme in a logo design and promotional flyer for an upcoming middle level Esports competition.

**(950) Video Production Team**

**Topic:** Create a “live interview” video of a local entrepreneur from your area. Must include discussion of the following topics: How did the business get started, advice for a middle-schooler interested in pursuing entrepreneurship and what is/was the biggest hurdle to overcome in owning your own business.

### **(955) Website Design Team**

**Topic:** Design a website that will serve as a “BPA Chapter Website” for your local BPA Chapter. Must include a landing page and at least 3 of the following sub-pages:

- Calendar with chapter events
- State Leadership Conference information page
- National Leadership Conference information page
- Torch Award information page
- Community Service page
- Membership Spotlight page
- Chapter Picture Gallery page
- Chapter Leadership information page

### **(960) 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.

### **(970) Entrepreneurship Exploration**

**Topic:** An investor group in Central Florida is preparing to launch an apparel business. You are tasked with creating a report to help decide the format of the business. You will research between running the company as an online-only entity, a brick-and-mortar entity, or a hybrid of the two. After making your choice, include research to support your recommendation. You must include the following in your report:

- Start-Up Costs
- Employee Structure
- Marketing Ideas and Opportunities
- Production Options (On Demand vs Stored Inventory)
- Brand Recognition/Loyalty

Any other information you feel supports your recommendations

### **(985) Presentation Team**

**Topic:** You and your team are interning with a local travel agency for the summer. Your team has been tasked with creating a presentation on a European country of your choice. Your presentation must include the following but is not limited to: Travel Arrangements (Flights from your local airport to your destination), Accommodations, Dining & Culinary Highlights, Key Attractions to see, and Cultural Differences to know when traveling to your country (Currency, Language, etc.).

## 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.

## **NLC REQUIRED Industry Certification Alignment(s)**

*The following industry certifications are required and provided (free of charge) for all competitors competing at the national level in each competition listed below. The certification testing will count towards 50 points to the final score for each of the aligned BPA competitive events.*

<b>BPA Competitive Event Name</b>	<b>Industry Certification Offered by Certiport</b>
Digital Citizenship (915)	IC3 Global Standard 6 Level 1

**\*Note:** Members who have certified in the aligned 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 fifty (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 login to their Certiport account and share the previously earned score at the time of sign in at NLC.

# Parental Consent Form

## **IMPORTANT: Requirement for Certiport Exams**

A requirement is being implemented by Certiport - at the direction of Microsoft and Pearson VUE - regarding any and all MOS, MTA, and IC3 exams incorporated into the Workplace Skills Assessment Program. 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.

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

The [Parental Consent form](#) is located on the next page and can be obtained as a PDF file on the [WSAP Download Center](#) webpage. This form must be on file with National Center for all members competing at the National Leadership Conference in one of the Certiport certification aligned events. Additional instructions regarding the process for submitting consent forms will be included in the NLC Conference Preview Guide.



Certiport, A Pearson VUE Business  
1276 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 registration agreement system, and that the 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 in the case of:

- 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 fees, privacy policies, and the collection, processing, and distribution of the Candidate's personal information and that I, as the Certiport Candidate, understand and agree to abide by the terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any or 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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- 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
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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





**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 \_\_\_\_\_

## **WORKPLACE SKILLS ASSESSMENT STANDARDS**

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

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

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

### **Essential Skills**

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

### **Finance Workplace Skills**

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

### **Business Administration Workplace Skills**

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

### **Management Information Systems Workplace Skills**

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

### **Digital Communication & 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 & 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.


## CAREER CLUSTER CROSSWALKS

For more information about the National Career Clusters® Framework, visit [www.careertech.org/career-clusters](http://www.careertech.org/career-clusters).

	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & 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 Marketing Campaign Team	x	x				x		x
(V13) Esports Team	x	x				x	x	x
(V14) Ethical Leadership & Decision-Making Team	x	x	x	x	x	x	x	x
<b>Finance</b>								
(900) Financial Literacy			x					
<b>Business Administration</b>								
(915) Administrative Support Team		x						
(920) Digital Citizenship						x	x	
(925) Word Processing		x						
(930) Spreadsheet Applications		x						
<b>Management Information Systems</b>								
(940) Digital Game Design Team	x					x		
<b>Digital Communication &amp; Design</b>								
(945) Graphic Design Promotion	x							
(950) Video Production Team						x		
(955) Website Design Team	x					x		
(960) Visual Design Team	x					x		x

	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & Service
<b>Management, Marketing and Communication</b>								
(970) Entrepreneurship Exploration		x	x					x
(975) Extemporaneous Speech	x	x	x	x	x	x	x	x
(980) Prepared Speech	x	x	x	x	x	x	x	x
(985) Presentation Team	x	x				x		x
(990) Human Resource Exploration		x				x		x
<b>Middle Level Open Events</b>								
(995) Business Communication Skills Concepts - Open			x					
(996) Business Fundamentals Concepts - Open		x						
(997) Business Math Concepts - Open			x					
(998) Computer Literacy Concepts - Open						x		

## MIDDLE LEVEL EVENTS-AT-A-GLANCE

	Minutes for orientation, prep, setup, warm-up	Minutes for wrap-up	Minutes for testing and/or presentation	Minutes for Judges Questions	May event be repeated?	Are production standards used?	May reference materials be used?	Computer and printer provided by BPA?	Color Printing Allowed?	Judges utilized*	Number of state entries eligible for national competition	Additional Certification Component	Release Form Required
	<b>Virtual Events (National Only)</b>												
(V01) Virtual Multimedia and Promotion Individual	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V02) Virtual Multimedia and Promotion Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V03) Software Engineering Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V04) Web Application Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V05) Mobile Applications	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V06) Promotional Photography	3		7	5	Y	Y	N	N	Y	Y	U		Y
(V07) Cybersecurity/Digital Forensics	3		10	5	Y	Y	N	N	Y	Y	U		
(V08) Start-up Enterprise Team	3		10	5	Y	Y	N	N	Y	Y	U		
(V09) Financial Portfolio Investment Team	3		10	5	Y	Y	N	N	Y	Y	U		
(V10) Virtual Branding Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V11) 2D Animation Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V12) Social Media Marketing Campaign Team	3		10	5	Y	Y	N	N	Y	Y	U	Y	Y
(V13) Esports Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V14) Ethical Leadership & Decision-Making Team	3		10	5	Y	Y	N	N	Y	Y	U		Y
(V15) Virtual Interview and Digital Portfolio Design - Pilot	3		10	5	Y	Y	N	N	Y	Y	U		Y
<b>Finance</b>													
(900) Financial Literacy			60		Y	N	Y				5		
<b>Business Administration</b>													
(915) Administrative Support Team	15	15	60		Y	Y	Y	Y	N		2		
(920) Digital Citizenship			60		Y	N	Y	Y**			5	Y	
(925) Word Processing	15	15	60		Y	Y	Y	Y	N		5		
(930) Spreadsheet Applications	15	15	60		Y	N	Y	Y	N		5		
<b>Management Information Systems</b>													
(940) Digital Game Design Team	3		10	5	Y	N	N	N	Y	Y	3		Y
<b>Digital Communication &amp; Design</b>													
(945) Graphic Design Promotion			5	5	Y	N	N	N	Y	2	3		Y
(950) Video Production Team	3		5	5	Y	N	Y	N	Y	2	3		Y
(955) Website Design Team	3		5	5	Y	N	Y	N	Y	2	3		Y
(960) Visual Design Team	3		5	5	Y	N	Y	N	Y	2	3		Y

- Y = Yes
- N = No
- U = Unlimited

\* Rating sheets are provided in the *Guidelines*.  
 \*\* At the national level, states may vary.



**BUSINESS  
PROFESSIONALS  
of AMERICA**  
Giving Purpose to Potential

	Minutes for orientation, prep,	Minutes for wrap-up	Minutes for testing and/or presentation	Minutes for Judges Questions	May event be repeated?	Are production standards used?	May reference materials be used?	Computer and printer provided by BPA?	Color Printing Allowed?	Judges utilized*	Number of state entries eligible for national competition	Additional Certification Component	Release Forms Required
<b>Management, Marketing and Communication</b>													
(970) Entrepreneurship Exploration	3		10	5	Y	N	N	N	Y	2	3		
(975) Extemporaneous Speech	10		2-4		Y	N	N	N	N	2	3		
(980) Prepared Speech	3		3-5		Y	N	Y	N	N	2	3		
(985) Presentation Team	3		5-7	5	Y	N	N	N	Y	2	3		Y
(990) Human Resource Exploration	3		10	5	Y	N	N	N	Y	2	3		
<b>Open Events</b>													
(995) Business Communication Skills Concepts - Open			60		Y	N	N	Y**			U		
(996) Business Fundamentals Concepts - Open			60		Y	N	N	Y**			U		
(997) Business Math Concepts - Open			60		Y	N	N	Y**			U		
(998) Computer Literacy Concepts - Open			60		Y	N	N	Y**			U		

- Y = Yes
- N = No
- U = Unlimited

\* Rating sheets are provided in the *Guidelines*.  
 \*\* At the national level, states may vary.

## **(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 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.
- 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**

- 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.
- 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>					
<ul style="list-style-type: none"> <li>● Visual organization is easily understood</li> </ul>	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.
- 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.
- 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
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> <b>All points or none are awarded by the technical judge.</b>				10	
<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.
- 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 15, 2025.**

- The use integrated development environments (e.g., Microsoft Visual Studio, Eclipse, IntelliJ, Apple XCode, etc.) is highly recommended.
- A signed Release Form must be obtained by teams from any individual whose work, name, likeness, or personal information is used as part of an event submission.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams’ advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- Code must be original work of team.

**NOTE ON FINAL PROJECT SUBMISSION**

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

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

**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 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 display 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.**

- 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 the conceptual model for the database identifying relationships between tables in the database. Each team will be expected to articulate the design of the database associated with the web application.
- Each team must create forms and associated considerations needed for the scenario.
- Teams may select the database, web server, and middleware solution they prefer. A careful review of the evaluative criteria presented in the contest guidelines will aid in the selection of development technologies. The source code that powers each team’s web application will be scrutinized; therefore, it is imperative that team members can answer questions regarding this aspect of the application.
- The event tests the team’s ability to write code and incorporate database. As such, application frameworks, such as Drupal®, Joomla!®, DotNetNuke® and WordPress® *cannot* be used. Integrated development environments (IDEs) such as Microsoft® Visual Studio/ASP and Dreamweaver® are acceptable. Packages that assist the developer to create components, menus and similar such as JavaScript®, jQuery® and Ajax are acceptable and encouraged. However, downloading third-party code to create a major component of a web application, such as a shopping cart in an e-commerce application, is *not* permissible.
- Code must be original work of the team.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams’ advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. Email confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via email notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The Style & Reference Manual contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### 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

	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 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 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 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

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- 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®, or Apple App Store®.
- Final project components must be uploaded to a file sharing site (Dropbox, etc.) and should include:
  - a written description of the project and details of a design concept

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- 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 Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (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.
- 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 is 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

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- 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	
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 subject and create the desired</li> </ul>	1-5	6-10	11-15	16-20	

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 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.
- 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

Business Professionals of America Workplace Skills Assessment Program

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**Version 1.1 October 4, 2024**

- 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 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 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
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	
Plan used the correct format for Title Page, Table of Contents, Works Cited, and Business Plan 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 (135 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 = 325**

## **(V09) Financial Portfolio Management Team**

### **Description**

Teams (2-4 members) will enter an investment simulation using an online platform provided by a BPA partner. The simulation will provide the students 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 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.
- 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 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 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)
- 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.
- 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.	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
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.
- 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.

- 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> <i><b>All points or none are awarded by the technical judge.</b></i>				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 attitude, mood, reaction, or idea of the animation as it relates to the topic	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>					
<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:**

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

**Submitted separately during presentation ONLY:**

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

*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.
- 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> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				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 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 have 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.
- Create goals (short and long-term) for individuals and teams during esports competition.

Business Professionals of America Workplace Skills Assessment Program

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**Version 1.1 October 4, 2024**

- 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
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.
- 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, 2024.**
- Competitors will receive an automated response confirmation at the time of submission.
- Member ID will be required for all submissions.
- Only one (1) team member should complete the submission.

- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The Style & Reference Manual contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### 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
Team 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;"><b><i>All points or none are awarded by the technical judge.</i></b></p>					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

<b>Evaluation of Oral Presentation</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: 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 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 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.
- **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 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;"><b>All points or none are awarded by the technical judge.</b></p>				10	
<b>Cover Letter (Must follow business letter format in the <a href="#">Style &amp; Reference Manual</a>)</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 Portoflio 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**

## **MIDDLE LEVEL COMPETITIVE EVENTS**

- (900) [Financial Literacy](#)
- (915) [Administrative Support Team](#)
- (920) [Digital Citizenship](#)
- (925) [Word Processing](#)
- (930) [Spreadsheet Applications](#)
- (940) [Digital Game Design Team](#)
- (945) [Graphic Design Promotion](#)
- (950) [Video Production Team](#)
- (955) [Website Design Team](#)
- (960) [Visual Design Team](#)
- (970) [Entrepreneurship Exploration](#)
- (975) [Extemporaneous Speech](#)
- (980) [Prepared Speech](#)
- (985) [Presentation Team](#)
- (990) [Human Resource Exploration](#)
- (995) [Business Communication Skills Concepts - Open](#)
- (996) [Business Fundamentals Concepts - Open](#)
- (997) [Business Math Concepts - Open](#)
- (998) [Computer Literacy Concepts - Open](#)

## **(900) Financial Literacy**

### **Description**

To develop a basic understanding of finance and accounting skills.

### **Eligibility**

Any Middle Level member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils, pens

Published and/or unpublished non-electronic written reference materials

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**

- Understand budgeting and the purposes of financial planning
- Demonstrate the use and understanding of debit and credit cards
- Demonstrate an understanding of interest and debt
- Calculate simple interest
- Demonstrate the difference between saving and investing
- Solve financial problems using basic mathematical operations
- Differentiate between responsible and irresponsible financial decisions
- Demonstrate an understanding of basic personal banking (e.g., balancing a checkbook, filling out a check, maintaining a check register, budgeting, etc.)
- Demonstrate the ability to interpret appropriate steps for personal financial decisions and actions
- Demonstrate ethical decision-making in finance, including the understanding of consequences to financial decisions
- Understand opportunity cost including education expenses
- Understand lifestyle choices

### **Equipment/Supplies provided**

Plain paper

### **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

## **(915) Administrative Support Team**

*Dedicated to the memory of Deborah Paul*

### **Description**

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

### **Eligibility**

Any Middle Level member may enter this team event. A team will consist of 2-4 members.

### **Member must supply**

Sharpened No. 2 pencils, pens

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

- Apply technical skills to manage information and produce business documents
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Format and key letters, memos, tables, columns, and reports according to the *Style & Reference Manual*
- Use word processing software
- Use spreadsheet software
- Create and edit graphs and/or charts
- Use presentation software
- Demonstrate desktop publishing skills
- Integrate word processing, spreadsheet, and/or presentation files
- Demonstrate ability to print from various software applications
- Establish work priorities and timelines
- Proofread and edit work for self and teammates

### **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 fifteen (15) minutes orientation

No more than sixty (60) minutes actual testing time

No more than fifteen (15) minutes wrap-up

**Entries** - Each state is allowed three (3) entries

**(920) Digital Citizenship****Description**

Demonstrate the knowledge and understanding of respectful, responsible, and ethical behavior in a digital world.

*This event includes a separate certification component which will be offered in conjunction with the NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be IC3 Global Standard 6 Level 1 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 Middle Level member may enter this event.

**Member must supply**

Sharpened No. 2 pencils

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 risks and dangers of sharing personal information in a digital world (e.g., digital footprint, cyber bullying)
- Ability to identify the possibilities and perils of digital communications
- Demonstrate knowledge and proper usage of internet safety practices, including passwords and security features
- Demonstrate knowledge and proper usage of social media practices
- Demonstrate an understanding of basic issues related to responsible use of technology and describe personal or legal consequences of inappropriate use
- Identify the consequences of illegal and unethical use of information technologies
- Demonstrate respectful and responsible use and creation of media and technology
- Demonstrate the appropriate and legal use of intellectual property
- Demonstrate legal and ethical behaviors when using information technologies
- Identify aspects of global connectivity and its implications
- Demonstrate appropriate etiquette when using information technologies
- Understand the process of safely buying and selling online
- Review acceptable use policies for legal and ethical use of information

**Equipment/Supplies provided**

Plain paper

**Method of evaluation**

Objective Test - *Reference materials are allowed*

Certification test taken per conference schedule at NLC - *Reference materials are not allowed* -

<https://certiport.pearsonvue.com/Certifications/IC3/Digital-Literacy-Certification/Certify/IC3-Global-Standard-6.aspx>

**Length of event**

No more than sixty (60) minutes testing time

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

**Entries**

Each state is allowed five (5) entries

## **(925) Word Processing**

### **Description**

Evaluate entry-level skills in word processing and document production.

### **Eligibility**

Any Middle Level member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils, pens

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 beginning level word processing and document formatting skills to produce business documents
- Demonstrate basic knowledge of word processing software functions
- Format documents according to the *Style & Reference Manual*
- Proofread text for accuracy, content, grammar, spelling, and punctuation
- Revise, edit, spell-check, and print documents
- Use paragraph formatting, tab settings, and text enhancements (e.g., bold, italics, underline)
- Format addresses
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)
- Apply company guidelines instead of default settings according to the Style & Reference Manual

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for the event

### **Method of evaluation**

Application - ***Reference materials are allowed***

### **Length of event**

No more than fifteen (15) minutes orientation/warm-up

No more than sixty (60) minutes testing time

No more than fifteen (15) minutes for wrap-up

### **Entries**

Each state is allowed five (5) entries

## **(930) Spreadsheet Applications**

### **Description**

Members will enter and format data, enter and copy formulas, and print full documents or cell contents.

### **Eligibility**

Any Middle Level member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils

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 basic skills in the use of spreadsheet software
- Create and format spreadsheets including text, number styles, and borders
- Enter and edit data in spreadsheets
- Perform basic spreadsheet functions
- Create formulas for calculations that include order of operations and absolute reference
- Create and edit graphs and/or charts
- Use printing options including formulas and gridlines

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for the event

### **Method of Evaluation**

Application - ***Reference materials are allowed***

### **Length of event**

No more than fifteen (15) minutes orientation/warm-up

No more than sixty (60) minutes testing time

No more than fifteen (15) minutes for wrap-up

### **Entries**

Each state is allowed five (5) entries

## **(940) Digital Game Design Team**

### **Description**

Given a specific theme, teams will create a digital game to entertain and educate. Teams may use Scratch®, Tynker®, or other game engines to create the executable game.

### **Eligibility**

Any Middle Level member may enter this event. A team will consist of 2-4 members. Teams must participate in both parts of the competition to be ranked.

### **Topic**

Create a game that utilizes “Interactive Storytelling” that emphasizes narrative-driven gameplay. Empower players to make choices that shape the story and its final outcome. The story can be a twist on real life or entirely fictional. Remember that all elements of the game must be appropriate for a school setting. Please include at least a minimum of 4 “choice” opportunities for players within the game.

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

### **Team Must Supply**

Carry-in and setup 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 the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

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

**Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. Props 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**

- Create engaging gameplay mechanics
- Demonstrate effective design and communication of rules
- Demonstrate proper use of narrative elements
- Demonstrate an understanding of game balance
- Convey required information through the game play
- Demonstrate appropriate application of win/loss and scoring
- Demonstrate professional presentation skills

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The team will develop an educational game based upon the given topic.
- Games may be cooperative or competitive; single-player or multiplayer.
- Submit the URL to the project, 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.
- 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 e-mail address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- Must be playable on both Windows and Mac platforms.
- Teams are permitted to use any game development technology in order to complete the event. Examples include but are not limited to Scratch®, Tynker®, HTML, or Java. Members should be able to understand and explain the utilized code and/or technology used by the selected template or platform.
- 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.

### 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.	DGDT-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

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

(940) Digital Game Design Team

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

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

Technical Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<p>Team submitted the correct information and in the correct format.</p> <ul style="list-style-type: none"> <li>Works Cited and Release Form(s) (do <i>not</i> have to be keyed but must be signed for pre-submission) in one combined PDF file</li> </ul> <p><b>All points or none are awarded by the technical judge.</b></p>				10	
<p><b>Gameplay Mechanics</b></p> <ul style="list-style-type: none"> <li>Core mechanics are innovative</li> <li>Empowers players to make choices</li> <li>Not driven solely by luck; elements of chance are used appropriately.</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>Rules</b></p> <ul style="list-style-type: none"> <li>Clearly communicated.</li> <li>Application of rules are logical.</li> <li>Rules have been tested for multiple situations that arise in normal play.</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>Narrative Elements</b></p> <ul style="list-style-type: none"> <li>Game uses narrative elements where applicable.</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>Balance</b></p> <ul style="list-style-type: none"> <li>Amount of time required to play the game is appropriate.</li> <li>Players are given a fair chance to win the game.</li> <li>As the game progresses, the level of difficulty increases.</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>Educational Components</b></p> <ul style="list-style-type: none"> <li>Game does a good job of educating the player about the topic.</li> <li>Game’s educational aspects reflect research conducted by the design team.</li> </ul>	1-5	6-10	11-15	16-20	
<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>Conditions for winning or losing the game are clearly defined.</li> <li>Design of game is visually appealing, follows theme, and meaningful.</li> </ul>	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (290 points maximum)</b>					

## (940) Digital Game Design Team

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

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

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain design process	1-5	6-10	11-15	16-20	
Ability to explain the development process	1-5	6-10	11-15	16-20	
Ability to explain the rules	1-5	6-10	11-15	16-20	
Ability to explain the educational component	1-5	6-10	11-15	16-20	
Demonstrate effective communication skills	1-5	6-10	11-15	16-20	
Describe the contribution of each team member	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 more than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				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 = 430**

## **(945) Graphic Design Promotion**

### **Description**

Develop a theme, illustrate the theme in a logo design, and then utilize the logo in a promotional flyer.

### **Eligibility**

Any Middle Level member may enter this event. Members participating in 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**

Develop a theme and illustrate the theme in a logo design and promotional flyer for an upcoming middle level Esports competition.

### **Member must supply**

One (1) plastic sheet protector (8½"x11") each containing three documents—one student-generated logo, one flyer, one copy of Release Form and one copy of the Works Cited.

**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 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 a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Use printing settings for flyer and logo

### **Specifications**

- This is a pre-submitted event. See instructions for submission.
- Theme must be 30 characters or less including spaces.
- Dimensions of flyer must be 8½"x11 ". It is recommended that you use at least 300 dpi.
- Dimensions of the contestant-generated logo must *not* exceed 4"x4". It is recommended that you use at least 300 dpi. Contestant-generated logo must be presented on a separate 8½"x11" paper that can be either landscaped or portrait.
- Product should be printed on white non-glossy paper and in the intended color scheme.
- The graphics must *not* be professionally or commercially produced or printed.
- The flyer, logo, Release Forms and Works Cited must be submitted in JPG, PNG, or PDF formats to <https://upload.bpa.org/> no later than 5:00 p.m. Eastern Time on April 1, 2025. The flyer, logo, and entry information must be submitted in three (3) separate files. *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 IDs will be required for all submissions.
- Confirmation of receipt will be provided when information is submitted.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing a Member ID will *not* be accepted.
- No changes can be made to the project after the date of submission.
- Members may also bring one additional 8½"x11" flyer and one additional logo for use during the presentation at both the Preliminary and Final Competitions. Members may use notes on index cards if desired.
- The member will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, and forms will *not* be returned.
- Use of appropriate grammar, spelling, and punctuation is required.
- Member-generated logo is effective when reduced to trading pin size.
- All graphics must be computer generated. Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- Business Professionals of America logo, name, and tagline must appear on the flyer.
- 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.
- 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
Flyer - PDF or JPG or PNG format Logo - PDF or JPG or PNG format Works Cited - PDF format Release Form – PDF format	GDP-MemberID-Flyer GDP-MemberID-Logo GDP-MemberID-Works Cited GDP-MemberID-Release Form	April 1, 2025, 5:00 p.m. Eastern Time

**Method of evaluation**

Technical Scoring Rubric  
Presentation Scoring Rubric

**Length of event**

No more than five (5) minutes for oral presentation

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

**Entries**

Each state is allowed three (3) entries

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

Business Professionals of America Workplace Skills Assessment Program  
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Version 1.1 October 4, 2024

## (945) Graphic Design Promotion

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

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

### Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes ( <i>Disqualification</i> )	<input type="checkbox"/> No			
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:					
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )			
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information in the correct format. <ul style="list-style-type: none"> <li>Flyer -.JPG, PNG, or PDF format</li> <li>Logo -. JPG, PNG, or PDF format</li> <li>Works Cited - PDF format</li> <li>Release Form(s) (do <i>not</i> have to be keyed but must be signed for pre-submission)</li> </ul> <p style="text-align: center;"><b><i>All points or none are awarded by the technical judge.</i></b></p>				10	
Student-generated flyer shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Student-generated logo shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Theme promotes the esports competition	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo, tagline, and student created material meet the Graphic Standards as outlined in the <i>Style &amp; Reference Manual</i>	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Theme is 30 characters or less including spaces.				10	
Member name does <i>not</i> appear on submitted output.				10	
Appropriate use of grammar, spelling, and punctuation.				10	
Flyer design is 8 ½"x11" in either landscape or portrait.				10	
Student-generated logo does <i>not</i> exceed 4"x4".				10	
<b>TOTAL TECHNICAL POINTS (200 points maximum)</b>					

## (945) Graphic Design Promotion

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

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

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery	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	
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 more than five (5) minutes				5	
<b>TOTAL PRESENTATION POINTS (90 points maximum)</b>					

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

**PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES**

**MAXIMUM POSSIBLE POINTS = 290**

## **(950) Video Production Team**

### **Description**

Create a one- to two-minute (1:00-2:00) video based on the assigned topic.

### **Eligibility**

Any Middle Level 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 the submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

### **Topic**

Create a "live interview" video of a local entrepreneur from your area. Must include discussion of the following topics: How did the business get started, advice for a middle-schooler interested in pursuing entrepreneurship and what is/was the biggest hurdle to overcome in owning your own business.

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

### **Team must supply**

- Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV or DVD player
- The team 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
- 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 contestant. 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 knowledge of software, equipment, and skills related to video production
- Utilize various video-editing applications
- Develop a story line using a storyboard and script
- Apply copyright standards
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques including various camera shots
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use of placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment

### **Specifications**

- This is a pre-submitted event. See instructions for submission.
- The team will develop a video utilizing various software applications related to video production.
- The team may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- At least fifty percent (50%) of the video must be footage shot by the team.

- The final project components, including, but *not* limited to, storyboard (8.5"x11"), script, and video should be compressed in Zip format and uploaded to a video/file sharing site (Dropbox, etc.)
- Topic and theme must remain the same as the team progresses through regional/district, state, and national competition.
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 20 for settings recommendations.
- Submit the URL to the project, 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 IDs will be required for all submissions.
- 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.
- Teams must be registered for national level competition prior to submission of materials.
- 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.
- All team members may confer on the judges' questions and are encouraged to share in the responses.
- The team is responsible for securing a Release Form from any person whose image is used in the production.
- All text/graphics/written 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.

## 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 <b>one</b> combined PDF file.	VPT-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 for setup

No more than five (5) minutes for the presentation

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

Finals may be included at state and national levels

## Teams will be stopped at the end of the allotted time

## Entries

Each state is allowed three (3) entries

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

## (950) Video Production Team

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

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

### Technical Scoring Rubric

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

Items to Evaluate					Points Awarded
Team submitted the correct information and in the correct format.					
<ul style="list-style-type: none"> <li>• Works Cited and Release Form(s) (do <i>not</i> have to be keyed but must be signed for pre-submission) 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				
<b>Required Elements</b>					
• Included more than one camera angle	Y/N			10	
• Included at least one demonstration	Y/N			10	
• Included one voice over	Y/N			10	
• Included ending credits	Y/N			10	
• Video lasted no less than one (1) minute and no more than two (2) minutes	Y/N			10	
<b>Total Required Elements Points (60 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
• Originality of content (at least 50% of video must be footage shot by the team)	1-5	6-10	11-15	16-20	
• Developed and portrayed theme	1 5	6-10	11-15	16-20	
• Effectiveness of production	1 5	6-10	11-15	16 20	
• Production free of typos	1 5	6-10	11-15	16-20	
<b>Total Content Points (80 points maximum)</b>					
<b>Quality</b>					
• Focus and steadiness	1 5	6-10	11-15	16-20	
• Visual effects and transitions	1 5	6-10	11-15	16-20	
• Color and lighting	1 5	6-10	11-15	16-20	
• Audio	1-5	6-10	11-15	16-20	
<b>Total Quality Points (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (220 points maximum)</b>					

## (950) Video Production Team

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

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

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the video design process, including the script, storyboard, and the filming/editing process	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology, such as equipment and software used	1-5	6-10	11-15	16-20	
Ability to explain their development and use of media elements (graphics, video, audio, etc.)	1-5	6-10	11-15	16-20	
Evidence showing each team members role	1-5	6-10	11-15	16-20	
Demonstrated effective communication skills during presentation	1-5	6-10	11-15	16-20	
Responses 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 (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**

**MAXIMUM POSSIBLE POINTS = 360**

## **(955) Website Design Team**

### **Description**

The team will work together to create a website based on the topic below.

### **Eligibility**

Any Middle Level 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 the submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

### **Topic**

Design a website that will serve as a “BPA Chapter Website” for your local BPA Chapter. Must include a landing page and at least 3 of the following sub-pages:

Calendar with chapter events

- State Leadership Conference information page
- National Leadership Conference information page
- Torch Award information page
- Community Service page
- Membership Spotlight page
- Chapter Picture Gallery page
- Chapter Leadership information page

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

### **Team must supply**

Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV or DVD player

Team 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

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 contestant. 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 technical skills in web design
- Demonstrate an understanding of business ethics and integrity
- Demonstrate leadership skills needed to plan and complete a project
- Demonstrate effective problem-solving skills
- Demonstrate knowledge of Internet concepts
- Use correct grammar and spelling

### **Specifications:**

Business Professionals of America Workplace Skills Assessment Program

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Version 1.1 October 4, 2024

- Demonstrate appropriate copyright standards
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate knowledge of site, content, graphics, layout, browser capabilities, and navigational scheme
- This is a pre-submitted event. See instructions for submission.
  - Submit the URL to the project, 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's will be required for all submissions.
- 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 e-mail 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.
- Materials from non-registered members and/or those missing chapter numbers will *not* be accepted.
- The team is responsible for securing a Release Form(s) from any individual whose name, photograph, music snippet (30 seconds or less), and/or other information is included on the website.
- 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. Technical judging of the website will be conducted prior to 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 and 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).
- All team members may confer on the judges' questions and are encouraged to share in the responses.

- Members are permitted to use any web development technology or CMS desired by the team in order to complete the event. Examples of these are, but *not* limited to, Visual Studio®, 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.

### 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 (Any necessary login credentials will need to be added if necessary.), Works Cited and Release Form(s) in <b>one</b> combined PDF file.	WDT-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 for team to setup

No more than five (5) minutes for team 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

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

## (955) Website Design Team

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

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

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• Works Cited and Release Form(s) (do <i>not</i> have to be keyed but must be signed for pre-submission) 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	
<b>Page Layout</b> <ul style="list-style-type: none"> <li>• Visual organization is easily understood</li> <li>• Aesthetic use of colors and fonts</li> <li>• Consistent format page to page</li> </ul>	1-5	6-10	11-15	16-20	
<b>Navigational Theme</b> <ul style="list-style-type: none"> <li>• Links present and working</li> <li>• Links show consistent formatting</li> <li>• Navigational path is clear and logical</li> </ul>	1-5	6-10	11-15	16-20	
<b>Graphic Media Use</b> <ul style="list-style-type: none"> <li>• Enhances topic</li> <li>• Creativity through graphic design</li> <li>• Originality of graphics</li> <li>• Effective use of innovative technology</li> </ul>	1-5	6-10	11-15	16-20	
<b>Content</b> <ul style="list-style-type: none"> <li>• Well developed</li> <li>• Portrays the topic</li> <li>• Effectiveness of site</li> </ul>	1-5	6-10	11-15	16-20	
<b>Technical</b> <ul style="list-style-type: none"> <li>• Cross-browser compatibility</li> </ul>	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>Information Requirement</b> <p>Name of chapter, team member names, theme, school, city, state, and year are included on the website (20 points - all or no points are awarded)</p>				20	
<b>TOTAL TECHNICAL POINTS (330 points maximum)</b>					

## (955) Website Design Team

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

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

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to explain use of web languages (source code, modifying templates, and enhancements)	1-5	6-10	11-15	16-20	
Ability to explain development and use 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	1-5	6-10	11-15	16-20	
Demonstrated effective communication skills during presentation	1-5	6-10	11-15	16-20	
Responses 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 five (5) minutes				5	
At least two original team members in attendance at time of presentation				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 FIVE (5) MINUTES**

**TOTAL MAXIMUM POINTS = 470**

## **(960) Visual Design Team**

### **Description**

Create a new brand image for a company.

### **Eligibility**

Any Middle Level 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 the submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

### **Topic**

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**

Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV or DVD player.

Team 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.

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 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 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
- Generate items for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience
- Demonstrate teamwork skills needed to function effectively

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- All designs must be printed on 8½" x 11" paper.
- It is recommended to be designed at least 300 dpi.
- The promotion package components, signed Release Form(s), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org>, no later than 5:00 p.m. Eastern Standard Time on April 1, 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.
- 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 project, Works Cited and Release Form(s) in <b>one</b> combined PDF file.	VDT-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 for setup

No more than ten (5) 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

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

## (960) Visual Design Team

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

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

### Technical Scoring Rubric

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

Items to Evaluate					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>Team created a minimum of 4 (four) items</li> <li>At least 3 other components - PDF, JPG or PNG Format</li> <li>Works Cited formatted according to the BPA Style &amp; Reference Guide                             <ul style="list-style-type: none"> <li><b>All points or none are awarded by the Technical Judge.</b></li> </ul> </li> </ul>	20				
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
All products complement each other but are different	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (200 points maximum)</b>					

## (960) Visual 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	
Explain the development and design process (pre-production phase, target audience, etc.)	1-5	6-10	11-15	16-20	
Explanation of technology and software used	1-5	6-10	11-15	16-20	
Demonstrates clear connection between all the designs components	1-5	6-10	11-15	16-20	
Explanation of roles of team members	1-5	6-10	11-15	16-20	
Effectiveness of oral presentation	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 five (5) 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.***

**PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES**

**MAXIMUM POSSIBLE POINTS = 360**

## **(970) Entrepreneurship Exploration**

### **Description**

To encourage students to have a better understanding of the American free enterprise system, members will conduct research on the assigned topic.

### **Eligibility**

Any Middle Level member may enter this event. If a member repeats this event, the member may *not* submit any previously used research paper. Members participating in 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**

An investor group in Central Florida is preparing to launch an apparel business. You are tasked with creating a report to help decide the format of the business. You will research between running the company as an online-only entity, a brick-and-mortar entity, or a hybrid of the two. After making your choice, include research to support your recommendation. You must include the following in your report:

- Start-Up Costs
- Employee Structure
- Marketing Ideas and Opportunities
- Production Options (On Demand vs Stored Inventory)
- Brand Recognition/Loyalty
- Any other information you feel supports your recommendation

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

### **Member must supply**

Member may use a computer, projection equipment, prepared posters, flip charts, easel, or graphs in their presentation

Carry-in and setup of equipment must be done solely by the members 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.)

Props or visual aids are allowed in this competition.

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

- Demonstrate knowledge and understanding of entrepreneurship
- Create a plan of action. Include items such as
  - Customer base
  - Consumer demographics
  - Organizational markets
  - SWOT analysis
  - Financial terminology and plans
  - Marketing concepts and practices
  - Individual resources
- Demonstrate effective written and oral communication skills
- Identify and utilize internal and external resources
- Demonstrate effective persuasive and informative communication and presentation skills

### Specifications

- This is a pre-submitted event. See instructions for submission.
- The research paper must *not* exceed five (5) pages, double-spaced, single-sided numbered pages with one-inch margins (excluding the Title Page and Works Cited) and must follow the Report format in the *Style & Reference Manual*. Each research paper must also include a Title Page and Works Cited which follow the *Style & Reference Manual* format.
- Any research paper submitted beyond the maximum number of pages will be *disqualified*.
- Works Cited and research paper must be submitted as a PDF file must be submitted at <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 IDs will be required for all submissions.
- 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.
- Materials from non-registered members and/or those missing Member IDs will *not* be accepted.
- No changes can be made to the project after the date of submission.
- Member will present before a panel of judges and a timekeeper. No audience will be allowed.
- Setup will be stopped at three (3) minutes to begin the presentation.
- The member will be given warnings via flash cards when there is two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- 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
Research Paper - PDF format Works Cited - PDF format	ENT-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

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

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

## (970) Entrepreneurship Exploration

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

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

### Technical Scoring Rubric

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

Report 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>• Research Paper (using Report Format) - PDF format</li> <li>• Works Cited - PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
Introduction	1-5	6-10	11-15	16-20	
Production information	1-5	6-10	11-15	16-20	
Customer information	1-5	6-10	11-15	16-20	
Marketing information	1-5	6-10	11-15	16-20	
Financial information	1-5	6-10	11-15	16-20	
Conclusion	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Research paper format according to Report Format found in the <i>Style &amp; Reference Manual</i> .				10	
Title Page and Works Cited formatted according to the <i>Style &amp; Reference Manual</i>				10	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (970) Entrepreneurship Exploration

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

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

### Presentation Scoring Rubric

Oral Presentation Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Presentation etiquette	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	
<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 = 280**

## **(975) Extemporaneous Speech**

### **Description**

Demonstrate communication skills in arranging, organizing, and presenting information orally and effectively without prior knowledge of the topic.

### **Eligibility**

Any Middle Level member may enter this event. The event may be repeated. Member may *not* enter both Extemporaneous Speech and Prepared Speech in the same year.

### **Member must supply**

Sharpened No. 2 pencils, pens

**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 effective communication skills
- Demonstrate skills in developing a speech using the three (3) 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 of the speech.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant.
- 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. Ten points will be awarded to any member who adheres to the timing rule. Points will be awarded per speech, *not* per judge.
- The member will be given warnings via flash cards when there is one (1) minute remaining and when there are thirty (30) seconds remaining during the speaking time.
- Finals may be included at state and national levels.
- No props or visual aids are allowed in this competition.

**Method of evaluation**

Presentation 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

**Members will be stopped at the end of the allotted time**

**Equipment/supplies provided**

Three (3) note cards for preparation of presentation

**Entries**

Each state is allowed three (3) entries

## (975) 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 Development:</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	
All points or none are awarded per item below.					
Presentation lasted no less than two (2) and no more than four (4) minutes. (No points awarded if presentation is less than 2 minutes or time exceeds the time limit.)				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 FOUR (4) MINUTES**

**MAXIMUM POSSIBLE POINTS = 150**

## **(980) Prepared Speech**

### **Description**

To provide the student an opportunity to demonstrate communication skills in securing, arranging, organizing, and orally presenting information.

### **Eligibility**

Any Middle Level member may enter this event. The event may be repeated, but the topic may *not*. Members may *not* enter Extemporaneous Speech, Presentation Team, and Prepared Speech in the same year.

### **Member may supply**

Easel (optional)

Props (optional)

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

- 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 *not* less than three (3) or more than five (5) minutes.
- Facts and working data may be secured from any source.
- The length of setup will be no more than three (3) minutes.
- Setup will be stopped at three (3) minutes to begin the speech.
- This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each member's speech must be the result of his/her own efforts.
- Prior to speaking, each member must provide at both the Preliminary and Final Competition:
  - The event proctor with one (1) keyed copy of the speech outline and the Works Cited. Outline and Works Cited *must* adhere to 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*.)
- All copies must be printed in black ink on 8½"x11" plain white paper. The copies should be collated and stapled as separate sets. No binders will be accepted.
- The member may use notes or note cards.
- The member will speak before a panel of judges and a timekeeper.
- No audience will be allowed.

- No time warnings will be given; however, members will be stopped at the end of the allotted time.
- A topic may *not* be repeated.
- Props or visual aids are allowed in this competition.
- No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
- No electric/electronic equipment 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.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### **Method of evaluation**

Presentation Scoring Rubric

### **Length of event**

No more than three (3) minutes setup/preparation

No less than three (3) and no more five (5) minute presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

**Members will be stopped at the end of the allotted time**

### **Entries**

Each state is allowed three (3) entries

**Materials submitted for competition will *not* be returned.**

## (980) 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 Development:</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, 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	
All points or none are awarded per item below.					
Presentation lasted no less than three (3) minutes and no longer than five (5) minutes				10	
Documentation submitted at check-in: outline (1 copy) and Works Cited (1 copy).				10	
Outline followed the <i>Style &amp; Reference Manual</i> format.				10	
Works Cited followed the <i>Style &amp; Reference Manual</i> format.				10	
<b>TOTAL PRESENTATION POINTS (200 points maximum)</b>					

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

**PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES**

**TOTAL MAXIMUM POINTS = 200**

## **(985) Presentation Team**

### **Description**

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

### **Eligibility**

Any Middle Level member may enter this event. A team will consist of two to four (2-4) members. Members may *not* participate in Presentation Team and Prepared Speech in the same year. Previous submissions may *not* be used for presentations.

### **Topic**

You and your team are interning with a local travel agency for the summer. Your team has been tasked with creating a presentation on a European country of your choice. Your presentation must include the following but is not limited to: Travel Arrangements (Flights from your local airport to your destination), Accommodations, Dining & Culinary Highlights, Key Attractions to see, and Cultural Differences to know when traveling to your country (Currency, Language, etc.).

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

### **Team Must Supply**

Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector, TV, or DVD player

Team 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

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

Notes or note cards for oral presentation (optional)

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

- Communicate research in a clear and concise manner
- Demonstrate teamwork skills needed to function in a business setting
- Apply technical skills to manipulate word processing, spreadsheet, and presentation software
- Demonstrate financial concepts relevant to projects
- Demonstrate teamwork skills needed to function in a productive manner
- Conduct research using various resources and methods
- Discuss findings and respond to questions

### **Specifications**

- The team shall design a computer-generated multimedia presentation on the assigned topic listed above.
- Use of graphics, including charts, is to be a part of the presentation.

- 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*.)
- All members of the team must participate in the “live” presentation.
- One (1) copy of the word-processed Works Cited *must* be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition
- All team members may confer on the judges’ questions and are encouraged to share in the responses.
- 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.
- Showcase your team’s choices using a multimedia presentation.
- The use of costumes during presentations is *not* permitted.
- 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**

Presentation Scoring Rubric

#### **Length of event**

No more than three (3) minutes preparation/setup

No more than seven (7) minutes and less than five (5) minutes presentation

No more than five (5) minutes judges’ questions

**Teams will be stopped at the end of the allotted time**

#### **Entries**

Each state is allowed three (3) entries

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

## (985) Presentation Team

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

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

### Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Description of the advertising campaign	1-5	6-10	11-15	16-20	
Content covering the chosen topic	1-5	6-10	11-15	16-20	
Persuasion to use chosen topic	1-5	6-10	11-15	16-20	
Stage presence and delivery	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 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 signed Release Form(s) (1 copy) <b><i>Must have copies for preliminaries and finals</i></b>				10	
Works Cited provided and 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 (300 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 = 300**

## **(990) Human Resource Exploration**

### **Description**

Assess proficiency in career exploration and interview situations. Competitors will create a job shadow request letter and conduct a live interview focused on the competitor's career interests and requested job shadow department.

### **Eligibility**

This event may be repeated. Members participating in 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.

### **Member must supply**

One (1) copy of the job shadow request letter at both the Preliminary and Final Competition.

**Props (i.e., business cards, thank you notes, etc.) 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**

- Apply technical writing skills to produce cover letter for job shadow experience
- Identify future career interests
- Demonstrate quality grooming through proper dress
- Demonstrate interpersonal skills
- Demonstrate effective communication skills
- Utilize nonverbal gestures as needed

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Job shadow request letter requirements:
  - 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
  - Paragraph 1: Member will write an opening salutation and indicate the position for which he/she is applying for a job shadow experience and indicate his/her current career interests.
  - Paragraph 2: Member will write a personal statement (100 words or less) that includes a description of current abilities, skill sets, and goals.
  - Paragraph 3: Member will write a conclusion (summary) of job shadow request letter with closing salutation.
- Job shadow experiences are available 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 would like to job shadow.

- Information in the cover letter must be authentic; however, members may choose to use a fictitious personal address and telephone number.
- **Submit the job shadow request letter as a 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 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.
- Materials previously submitted to the website will *not* be available at the time of interview.
- One (1) copy of the job shadow request letter must be submitted at the time of the interview at NLC at both the Preliminary and Final Competition.

**Upload Requirements**

What to Submit at <a href="https://upload.bpa.org">https://upload.bpa.org</a>	Saved File Name(s)	Deadline
Job Shadow Request Letter - PDF Format	HRE-MemberID..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 ten (10) minutes for interview  
 Finals may be included at state and national levels

**Entries**

Each state is allowed three (3) entries

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

## (990) Human Resource Exploration

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>• Job Shadow Request Letter with Personal Statement (100 words or less) in 2<sup>nd</sup> paragraph - PDF format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
<b>Job Shadow Request Letter</b>					
Addressed correctly and formatted according to Style & Reference Manual Letter format.	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Paragraph 1: Introduction</b>					
Position to job shadow and career interests are identified.	1-5	6-10	11-15	16-20	
<b>Paragraph 2: Personal Statement</b>					
Statement is 100 words or less				20	
Highlights current abilities and skill sets	1-5	6-10	11-15	16-20	
Description of goals	1-5	6-10	11-15	16-20	
<b>Paragraph 3: Conclusion</b>					
Closing statements and salutation	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (150 points maximum)</b>					

## (990) Human Resource Exploration

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

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

### Interview Rubric

	Below Average	Average	Good	Excellent	Points Awarded
<b>Applicant's Greeting:</b> <ul style="list-style-type: none"> <li>• Proper introduction</li> <li>• Positive first impression</li> </ul>	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> <ul style="list-style-type: none"> <li>• Positive, courteous, sincere, and confident</li> <li>• Good posture, gestures, and eye contact</li> </ul>	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> <ul style="list-style-type: none"> <li>• Proper grammar</li> <li>• Good pronunciation and enunciation</li> <li>• Pleasant voice and tone</li> </ul>	1-5	6-10	11-15	16-20	
<b>Responses:</b>					
Responded with appropriate answers	1-5	6-10	11-15	16-20	
Showed knowledge of potential position	1-5	6-10	11-15	16-20	
Volunteered information	1-5	6-10	11-15	16-20	
Demonstrated initiative and enthusiasm	1-5	6-10	11-15	16-20	
Asked appropriate questions	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> <ul style="list-style-type: none"> <li>• Expressed a thank you</li> <li>• Concluded interview effectively</li> </ul>	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Documentation submitted at time of check-in: Job Shadow Request Letter (1 copy)				<b>10</b>	
<b><i>Must have copies for preliminaries and finals</i></b>					
<b>TOTAL INTERVIEW POINTS (210 points maximum)</b>					

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

**TOTAL MAXIMUM POINTS = 360**

Business Professionals of America Workplace Skills Assessment Program  
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 Version 1.1 October 4, 2024

## **(995) Business Communication Skills Concepts - Open Event**

### **Description**

To develop skills in business communication, including spelling rules, correct spelling of often-used business words, and correct use of grammar.

### **Eligibility**

Any Middle Level member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils

**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.**

### **Resources**

*Webster's New Collegiate Dictionary*

### **Competencies**

- Use correct spelling, word-usage, grammar
- Demonstrate an understanding of conflict resolution
- Demonstrate an understanding of effective verbal and nonverbal communications
- Demonstrate knowledge of the job application process
- Demonstrate an understanding of effective written communications
- Demonstrate an understanding of appropriate and effective use of electronic communications

### **Method of evaluation**

Objective Test - ***Reference materials are not allowed***

### **Equipment/Supplies provided**

Plain paper

### **Length of event**

No more than sixty (60) minutes testing time

### **Entries**

Unlimited

## **(996) Business Fundamentals Concepts - Open Event**

### **Description**

To develop an overall familiarity with basic business knowledge skills.

### **Eligibility**

Any Middle Level 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**

- Develop human relation skills
- Demonstrate understanding of general office procedures (filing, punctuality, reliability, performance)
- Demonstrate effective verbal and written communication
- Demonstrate knowledge of business law and ethics
- Demonstrate knowledge of general computer concepts
- Demonstrate knowledge of job-seeking and retention skills
- Demonstrate an introductory understanding of economics, personal finance, and banking

### **Method of evaluation**

Objective Test - *Reference materials are not allowed*

### **Equipment/Supplies provided**

Plain paper

### **Length of event**

No more than sixty (60) minutes testing time

### **Entries**

Unlimited

## **(997) Business Math Concepts - Open Event**

### **Description**

To develop a basic understanding of personal and business-related math skills.

### **Eligibility**

Any Middle Level 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 an understanding of introductory-level percentages
- Demonstrate knowledge of percentage, base, and rate
- Demonstrate an understanding of checking accounts and statement of reconciliation
- Calculate gross earnings and payroll deductions
- Demonstrate knowledge of taxes
- Demonstrate an understanding of simple interest and compound interest
- Demonstrate an understanding of metric conversion
- Demonstrate knowledge of United States currency conversion
- Calculate ratios
- Calculate units of time

### **Equipment/Supplies provided**

Plain paper

### **Method of evaluation**

Objective Test - ***Reference materials are not allowed***

### **Length of event**

No more than sixty (60) minutes testing time

### **Entries**

Unlimited

## **(998) Computer Literacy Concepts - Open Event**

### **Description**

To develop a basic understanding of computer terminology related to operating systems, hardware components, software applications, and digital citizenship.

### **Eligibility**

Any Middle Level member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils

**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 components of hardware
- Identify peripheral devices
- Define purpose and terminology associated with office software applications
- Identify health and safety risks associated with use of technology
- Identify proper keyboarding techniques
- Describe emerging digital literacy concepts, operating systems, and technology concerns
- Recognize importance of copyright laws
- Identify, evaluate, and select software specific to a business function

### **Equipment/Supplies provided**

Plain paper

### **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 competitive events may be submitted on the Workplace Skills Assessment Program Recommendation Form located online at <https://register.bpa.org> by June 15.
2. Recommendations for all changes in events and specifications must describe suggested wording change in the Middle Level Guidelines for the Workplace Skills Assessment Program.
3. Recommendations for all changes in the administration of competitive events 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 Classroom Educators Advisory Council (CEAC) meeting, must be distributed directly to each state advisor, CEAC representative, and the National Center.

### **How Recommendations are Answered:**

1. CEAC will bring the state priority recommendations to the summer meeting for CEAC action as
  - a) approved as presented
  - b) approved with changes
  - c) rejected
  - d) point of information
  - e) tabled
2. If the recommendation is approved, and it is a major change, it will be taken to the Programs Committee of the Board of Trustees. Other changes will be presented as a “point of information.”
3. Recommendations rejected will be returned to the originating state with an explanation.
4. The Programs Committee will review the CEAC recommendations and submit to the full Board of Trustees for final approval and implementation.

## WORKPLACE SKILLS ASSESSMENT PROGRAM

### PILOT PROCEDURE

- Step 1 A PROPOSAL FOR WORKPLACE SKILLS NEW EVENT:** be completed by the person proposing the event in coordination with their State Advisor and their CEAC representative(s). This form will be located on the Business Professionals of America website and in the Workplace Skills Assessment Guidelines.
- Step 2 Summer:** At the summer meeting, a need for a new event is presented and supported by a majority of members of the State Association Advisory Council (SAAC) and CEAC. A minimum of two states must agree to pilot the proposed event at either/or both regional and state levels. The proposed event is recommended for Board approval.
- Step 3 Summer:** The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.
- Step 4 Fall:** The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has *not* been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.
- Step 5 Spring:** Proposed event is piloted in at least two states at their spring conference. Event may also be piloted at the regional level, if desired. Each piloting state will conduct an evaluation to be administered immediately upon completion of the contest. Evaluations should be completed by:
- a. All participants
  - b. Administrators, proctors, graders, judges
  - c. State CEAC representatives
  - d. State Advisors
- Step 6 Spring:** Proposed event is piloted at NLC.
- a. Only students who competed in the pilot event at the state conference may compete in the pilot event at NLC.
  - b. The number of entries per state in the pilot event will be the same as any other event in the same category.
- Step 7 NLC:** Participants in the pilot event at NLC will be recognized in the same way as participants in other events in the same category.
- Step 8 NLC:** At the conclusion of the pilot, the following groups will evaluate the event:
- a. All participants
  - b. Administrators, proctors, graders, judges
  - c. CEAC members present
  - d. SAAC members present
- Step 9 Summer:** At the summer meeting, the proposed new event will be audited by CEAC and submitted for Board review. Joint CEAC and SAAC recommendations will also be submitted for review. If approved by the BOT, authorship will be assigned by the Director of Education & Professional Development and an addendum to the Guidelines will be sent to all states.



## 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.

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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## 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.*

## 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 Advisor

\_\_\_\_\_  
Local Advisor

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