Middle Level Guidelines
2019-20

Workplace Skills Assessment Program
2019-20 Competitive Events
What’s New!!

Welcome to the 2019-20 membership year. Here’s what’s new:

**General WSAP Updates (applicable to all competitive events)**

- The section “Use of Cellular Phones” has been expanded to include “smart devices”. The revised statement is now:

  **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 may be visible throughout the presentation and used to provide Internet, however, the phone’s sole purpose can only be for Internet access or for displaying the contestant’s work, no other use will be allowed.

- All events requiring **Release Forms**:
  - Language on Release Form is changed to “All individuals included in a project must sign a Release Form for him/herself for this event, including the official competitor.”
  - The statement that “Release Forms must be typed” has been removed from all rubrics, because the Release Form does not need to be typed.
  - All Release Forms must be signed and scanned when submitted at the time of pre-submission to be considered for technical scoring points.

- The WSAP Guidelines will be updated to include an Academic Integrity Policy, which includes matters regarding academic dishonesty and plagiarism. The policy will take effect during the 2019-2020 year. It will be posted and incorporated into the WSAP Guidelines once it is approved by the board of trustees.

- The summary page outlining which competitive events have required certification exams has been modified to include certification exams that are recommended (aligned, but not required and not a part of the competitive event).

**900’s Middle Level**

- New Pilot Event Created - (920) Digital Citizenship-Pilot (ML)
- In order to categorize the Middle Level events and add room for new events in the future, the Middle Level event numbers have been reconfigured to the following:
  - (900) Financial Literacy (ML)
  - (915) Administrative Support Team (ML)
  - (920) Digital Citizenship-Pilot (ML)
  - (925) Keyboarding Production (ML)
  - (930) Spreadsheet Applications (ML)
  - (940) Digital Game Design Team (ML)
  - (945) Graphic Design Promotion (ML)
  - (950) Introduction to Video Production (ML)
  - (955) Website Design Team (ML)
  - (970) Entrepreneurship Exploration (ML)
  - (975) Extemporaneous Speech (ML)
  - (980) Prepared Speech (ML)

Business Professionals of America Workplace Skills Assessment Program

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o (985) Presentation Management Team (ML)
o (995) Business Communication Skills Concepts – Open (ML)
o (996) Business Fundamentals Concepts – Open (ML)
o (997) Business Math Concepts – Open (ML)
o (998) Computer Literacy Concepts – Open (ML)

**Virtual Events**
- All Virtual Events have new deadlines:
  - Registration Deadline: November 1, 2019 (11:59 PM EST)
  - Final Project Submission Deadline: January 15, 2020 (11:59 PM EST)
  - Virtual Events Finalists (Top 10) Announcement Deadline: March 1, 2020
- (V03) Software Engineering Team (ML | S | PS)
  - The Swift programming language has been added to the list of acceptable languages.
  - The following statement was also added: “Please contact the National Director of Technology Integration if you require any additional language approvals.”
- (V07) Cybersecurity/Digital Forensics has been adopted as a full event.
- New Pilot Event - (V09) Financial Portfolio Management Team-Pilot (ML | S | PS)
- The National Leadership Conference “National Showcase” has been dedicated to Judith B. McKinstry in respect of her vision, passion, and dedication to the creation of the National BPA Virtual Events.

**Updates to BPA Manuals**
- **Style & Reference Manual**
  - The appropriate document example from the Style & Reference Manual will be included in the answer key for any judged event that requires students to follow a particular document format based upon the Style & Reference Manual.
  - Numbers one to ten should be spelled out. Use Arabic for 11 and higher. The exception is in medical reports. Arabic is to be used for all ages, dosages and frequencies, lab values, etc. as indicated in AHDI guidelines.
  - The **Graphic Standards** have been updated to match the current Graphic and Brand Guidelines.
- **Human Resources Manual**
  - The manual has been dedicated to Bob Roeder in respect of his long-term dedication and influence regarding the Human Resources Manual.
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*(All items listed are hyperlinked.)*

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### (915) ADMINISTRATIVE SUPPORT TEAM (ML)

### (920) DIGITAL CITIZENSHIP-PILOT (ML)

*Business Professionals of America Workplace Skills Assessment Program*

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September 1, 2019

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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
- receive recognition

Content
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 State (SLC) and National Leadership Conference (NLC).

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 State (SLC) and National Leadership Conference (NLC).

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

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

Awards and Recognition
For the Middle Level, the top eight (8) winners shall be recognized at the State Leadership Conference (SLC).

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.
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.” State competition requires dues be paid no later than February 7.

Advisors are able to verify state and national membership online or by contacting the National Center.

Please refer to event guidelines for further details regarding contestant 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 Workplace Skills Assessments. Participation in virtual events does not count towards the total number of events for students.

Software
The “Events-At-A-Glance” chart and each event guideline page lists the equipment that may be used.

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 Rescheduling
If a student has a time conflict for an event, check with the State Advisor for the rescheduling procedure. Only time conflicts caused by two concurrent BPA competitive events may be rescheduled.

Use of Materials
Contestants 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. Published/Unpublished non-electronic reference materials may be brought on a “read-only” CD-ROM and/or hard copy for events that allows resources. CD-ROM should only be used for computerized events, as no additional computer access will be provided for use of reference materials. Reference materials may not be used for any Open Event.

State Merit Scholar
This test will be given at the same time as the online state testing (January 28 - February 11, 2020). Any member or advisor registered for this online test by 4:00 p.m. on February 7, 2020 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. No reference materials are allowed.
Proofreader’s Marks
Standardized proofreader’s marks have been identified by Professional Business Associates 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. Contestants who violate this rule will be disqualified.

Admission to Event Testing Site
Only the registered contestant will be allowed into the event room. Only persons serving as administrators, proctors, or authorized personnel will be admitted into the event room. Contestants 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 may be visible throughout the presentation and used to provide Internet, however, the phone’s sole purpose can only be for Internet access or for displaying the contestant’s work, no other use will be allowed.

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

Name Badges
Students’ name badges should be worn at all times; it is permissible for contestants 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 contestants to bring their own equipment for presentation or preparation of competition. In these cases, contestants are permitted to bring their own laptops, printers, projectors, iPads (or similar tablet devices). Computers or tablets may be used in place of projectors. Contestants are totally responsible for the operation and technical support of their equipment.

**SLC 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.
OKLAHOMA BPA STATE DEADLINES

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

Handwritten entry forms, excluding signatures, are not acceptable and will not be awarded specification points. If the event requires an online submission for state competition, the entry form(s) (excluding signatures) will be required at the time of submission. Release Form(s) are no longer required to be typed; however, they must be signed and scanned when submitted at the time of pre-submission to be considered for technical scoring points.

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

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<thead>
<tr>
<th>Item</th>
<th>Deadline</th>
<th>Websites</th>
</tr>
</thead>
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<tr>
<td>(940) Digital Game Design Team (ML)</td>
<td>February 7, 2020 by 4:00 PM CST</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>(945) Graphic Design Promotion (ML)</td>
<td>February 7, 2020 by 4:00 PM CST</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>(950) Introduction to Video Production Team (ML)</td>
<td>February 7, 2020 by 4:00 PM CST</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>(955) Website Design Team (ML)</td>
<td>February 7, 2020 by 4:00 PM CST</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>(970) Entrepreneurship Exploration (ML)</td>
<td>February 7, 2020 by 4:00 PM CST</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>Virtual Events</td>
<td>See individual event for specifications</td>
<td><a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></td>
</tr>
<tr>
<td>SLC Registration Opens</td>
<td>Online registration opens January 6, 2020</td>
<td><a href="http://www.registermychapter.com/bpamem/">http://www.registermychapter.com/bpamem/</a></td>
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<tr>
<td>SLC Registration Closes</td>
<td>Registration Closes February 7, 2020 @ 4:00 p.m. CST</td>
<td><a href="http://www.registermychapter.com/bpamem/">http://www.registermychapter.com/bpamem/</a></td>
</tr>
<tr>
<td>SLC Refund Refund Request</td>
<td>February 14, 2020</td>
<td>Email Paxton Cavin at <a href="mailto:Paxton.Cavin@careertech.ok.gov">Paxton.Cavin@careertech.ok.gov</a></td>
</tr>
<tr>
<td>SLC Hotel Reservation Cancellation</td>
<td>TBA</td>
<td>See bpaok.org SLC for details</td>
</tr>
<tr>
<td>Recognition Awards &amp; Scholarships</td>
<td>Deadline is February 5, 2020</td>
<td>See bpaok.org SLC for details</td>
</tr>
<tr>
<td>Oklahoma BPA Cares Awards</td>
<td>Submitted by February 6, 2020</td>
<td>Submitted as outlined in BPA Cares Awards Handbook</td>
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<tr>
<td>Torch Award—Statesman</td>
<td>Submitted by February 6, 2020</td>
<td><a href="http://bpa.org/torch-awards/">http://bpa.org/torch-awards/</a></td>
</tr>
<tr>
<td>State Executive Council Applications</td>
<td>Due January 31, 2020</td>
<td>Submit as outlined in the BPA State Officer Candidate Handbook</td>
</tr>
<tr>
<td>Online Testing</td>
<td>January 28, 2020 @ 8:00 a.m. CST to February 11, 2020 @ 5:00 p.m. CST</td>
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ML Competition Day—March 2, 2020 at the ODCTE in Stillwater
# SLC PRE-SUBMISSION GUIDELINES

## 2020 State Leadership Conference
Submission Deadline: February 7, 2020 by 4:00 P.M. CST

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<tr>
<th>Event</th>
<th>What to Submit at <a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></th>
<th>Saved File Name</th>
<th>Bring to Competition Day</th>
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<td><strong>Management Information Systems</strong></td>
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<tr>
<td>(940) Digital Game Design Team (ML)</td>
<td>1) Team Entry Form, including URL to project, Works Cited AND Release Form(s) in one combined PDF file.</td>
<td>Digital Game Forms</td>
<td>1 copy of signed Team Entry Form 1 copy of Works Cited</td>
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<tr>
<td><strong>Digital Communication &amp; Design</strong></td>
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</tr>
<tr>
<td>(945) Graphic Design Promotion (ML)</td>
<td>1) Flyer - PDF or JPG or PNG format 2) Logo - PDF or JPG or PNG format 3) Individual Entry Form - PDF format 4) Works Cited – PDF format</td>
<td>Graphic Design Flyer Graphic Design Logo Individual Entry Form Works Cited</td>
<td>1 copy of Flyer 1 copy of Logo 1 copy of signed Individual Entry Form 1 copy of Works Cited</td>
</tr>
<tr>
<td>(950) Introduction to Video Production Team (ML)</td>
<td>1) Team Entry Form, including URL to project, Works Cited AND Release Form(s) in one combined PDF file.</td>
<td>Video Production Forms</td>
<td>1 copy of Storyboard 1 copy of Script 1 copy of signed Team Entry Form 1 copy of Works Cited</td>
</tr>
<tr>
<td>(955) Website Design Team (ML)</td>
<td>1) Team Entry Form, including URL to project (Any necessary login credentials will need to be added if necessary.), Works Cited AND Release Form(s) in one combined PDF file.</td>
<td>Website Design Forms</td>
<td>1 copy of signed Team Entry Form 1 copy of Works Cited</td>
</tr>
<tr>
<td><strong>Management, Marketing &amp; Communication</strong></td>
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</tr>
<tr>
<td>(970) Entrepreneurship Exploration (ML)</td>
<td>1) Research Paper - PDF format 2) Individual Entry Form - PDF format 3) Works Cited – PDF format</td>
<td>Research Paper Individual Entry Form</td>
<td>1 copy of Research Paper 1 copy of signed Individual Entry Form 1 copy of Works Cited</td>
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SLC 2020 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

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<tr>
<th>Event</th>
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<tr>
<td>(915) Administrative Support Team (ML)</td>
<td>MS Word 2016, MS Excel 2016, MS PowerPoint 2016,</td>
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<td></td>
<td>MS Access 2016, and MS Publisher 2016</td>
</tr>
<tr>
<td>(925) Keyboarding Production (ML)</td>
<td>MS Word 2016</td>
</tr>
<tr>
<td>(930) Spreadsheet Applications (ML)</td>
<td>MS Excel 2016</td>
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</table>

Check individual event guidelines for information regarding the use of contestant’s own computers. Contestants 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 set-up of equipment must be done solely by the contestant(s), and must take place within the time allotted.

Contestants must bring their own visual display technology for:
- (940) Digital Game Design Team (ML)
- (950) Introduction to Video Production Team (ML)
- (955) Website Design Team (ML)
- (970) Entrepreneurship Exploration (ML)
- (985) Presentation Management Team (ML)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant(s). Contestants who experience failure problems with their equipment will *not* be rescheduled. Contestants bringing their own computers and software should note that contests are authored for the software listed above and may *not* run on alternate software.

<table>
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<tr>
<th>FUTURE NLC SITES</th>
<th>National Leadership Conference 2020</th>
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<tr>
<td>Year</td>
<td>Location</td>
</tr>
<tr>
<td>2021</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>2022</td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>2023</td>
<td>Anaheim, CA</td>
</tr>
<tr>
<td>2024</td>
<td>Chicago, IL</td>
</tr>
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MIDDLE LEVEL JUDGED EVENT GUIDELINES

Management Information Systems
(940) Digital Game Design Team (ML)

Digital Communication & Design
(945) Graphic Design Promotion (ML)   (955) Website Design Team (ML)
(950) Introduction to Video Production Team (ML)

Management, Marketing & Communication
(970) Entrepreneurship Exploration (ML)   (980) Prepared Speech (ML)
(975) Extemporaneous Speech (ML)         (985) Presentation Management Team (ML)

Judged Events Documentation Forms
All forms are available in the Download Center at www.bpa.org

Entry Form
An Entry form must be completed for all judged events except Extemporaneous Speech. Refer to the WSAP to find the required documents for each event.

Below are links to the forms:
Individual Entry Form
Team Entry Form
Release Form

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 SLC.

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 their contest materials. Students, who create their own media, will be required to cite themselves as the author.

Handwritten Entry Forms, excluding signatures, are not acceptable and will not be awarded specification points.

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

Hard copies of forms with signatures must be given to the event administrator before presenting to the judges during both the Preliminary and Final Competition (if a final round is scheduled based on total number of entries). See the event guidelines for further information.
If the event requires an online submission for state competition, the entry form(s) (excluding signatures) and Release Form(s) (including signatures) will be required at the time of submission. Refer to SLC Deadlines.

**Pre-submitted Events**
- (940) Digital Game Design Team (ML)
- (945) Graphic Design Promotion (ML)
- (950) Introduction to Video Production Team (ML)
- (955) Website Design Team (ML)
- (970) Entrepreneurship Exploration (ML)

**Judges’ Comments**
Judges’ comments will be returned to those contestants providing a stamped envelope(s) addressed to the local advisor, with the Contestant ID number, school name and contest name written on the flap. The envelope(s) must be given to the event judges at the time of the contest.

**Technical Judging Materials**
Materials submitted for technical judging cannot be returned and will not be available at SLC.

**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 contestants 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.
## 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 contestants as they choose the right settings for their submissions. The following is a nonexclusive list but includes the most popular file sharing sites. Contestants may choose any product or service to share submissions.

### YouTube®

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
<th>Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Videos</td>
<td>Show for everyone, and in search results</td>
<td>No</td>
</tr>
<tr>
<td>Unlisted Videos</td>
<td>Do not 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.</td>
<td>Yes</td>
</tr>
<tr>
<td>Private Videos</td>
<td>Only be seen by users selected by the owner and added by e-mail address, invisible to other users, does not show up on channels, or in searches.</td>
<td>No</td>
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</table>

### Vimeo®

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<th>Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anyone</td>
<td>Allow anyone to see the video</td>
<td>No</td>
</tr>
<tr>
<td>Only me</td>
<td>Makes the video only visible to me and no one else</td>
<td>No</td>
</tr>
<tr>
<td>Only people I follow</td>
<td>Make the videos visible only to people I follow</td>
<td>No</td>
</tr>
<tr>
<td>Only people I choose</td>
<td>I'll select people with whom I want to share the video</td>
<td>No</td>
</tr>
<tr>
<td>Only people with a password</td>
<td>Protect this video with a password; be sure to include the password on the entry form</td>
<td>Yes</td>
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### Dropbox® - *settings may be different depending on user’s subscription.

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<thead>
<tr>
<th>Setting</th>
<th>Description</th>
<th>Recommended</th>
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</thead>
<tbody>
<tr>
<td>Share</td>
<td>Create a link, and Anyone with the link can view this folder</td>
<td>Yes</td>
</tr>
<tr>
<td>Share</td>
<td>E-mail to person, or add Name</td>
<td>No</td>
</tr>
</tbody>
</table>

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

<table>
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<tr>
<th>Setting</th>
<th>Description</th>
<th>Recommended</th>
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</thead>
<tbody>
<tr>
<td>Share: Anyone with the link can view</td>
<td>Anyone that has the link will be able to view the files without a Google Account</td>
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</tr>
<tr>
<td>Share: Anyone with the link can edit</td>
<td>Anyone that has the link will be able to access the files and edit them.</td>
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</table>

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

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
<th>Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anyone with this link can view</td>
<td>Share the folder and use the Get Link option to allow access and only view the files.</td>
<td>Yes</td>
</tr>
<tr>
<td>Anyone with this link can edit</td>
<td>Share the folder and use the Get Link option to allow access to edit files, folders, etc.</td>
<td>No</td>
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</table>

**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.
INDIVIDUAL ENTRY FORM

- Please key all information requested below. **Handwritten and incomplete forms will not be accepted.**
- A hard copy must be provided to the event administrator before your presentation to the judges.
- An additional hard copy will be required if you present again as a finalist.
- Signatures are **not** required at the time of pre-submission; you must still supply signatures when checking into the event on-site.
- The Contestant Number is the same as the Member Number in the BPA Membership Registration System.
- The URL (if applicable) **must** be a clickable link.

Event #  
Event Name  
Date  
Software Used (if applicable)  
URL (if applicable)  
URLs **must** be a clickable link.

Name  
Contestant #  
Grade  
Chapter Name  
Advisor Name  
Advisor E-mail  
City  
State  
ZIP  

Student Verification
I, the undersigned, attest that this project was conducted solely by me and that the work resulting from my effort is original and in compliance with all event specifications.

Student Signature  
Date  

Advisor Verification
I have reviewed the work to be submitted and verify that it reflects the above-named student’s original work and is in compliance with all event specifications.

Advisor Signature  
Date
# TEAM ENTRY FORM

- Please key all information requested below. **Handwritten and incomplete forms will not be accepted.**
- A hard copy must be presented when you present at the State and National Leadership Conference.
- An additional hard copy will be required if you present again as a finalist.
- Signatures are **not** required at the time of pre-submission; you must still supply signatures when checking into the event on-site.
- The Contestant Number is the same as the Member Number in the BPA Membership Registration System.
- The URL (if applicable) **must** be a clickable link.

## Event Information

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<th>Event Name</th>
<th>Date</th>
<th>Software Used (if applicable)</th>
<th>URL (if applicable)</th>
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<td>URLs must be a clickable link.</td>
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## Team Information

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<th>Chapter Name</th>
<th>Advisor Name</th>
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## Student Verification

We, the undersigned, attest that this project was conducted solely by the team members and that the work resulting from our efforts is original and in compliance with all event specifications.

<table>
<thead>
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<th>Student Signature</th>
<th>Date</th>
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## Advisor Verification

I have reviewed the work to be submitted and verify that it reflects the above-named student’s original work and is in compliance with all event specifications.

<table>
<thead>
<tr>
<th>Advisor Signature</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
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RELEASE FORM

Release forms may be handwritten. Illegible forms will not be accepted.

All individuals included in a project must sign a Release Form for him/herself for this event, including the official competitor.
(This form must be completed for all events as specified in the event guidelines.)

Event # ____________________________
Event Name ____________________________
Contestant # ____________________________
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 state or 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 ____________________________
## MIDDLE LEVEL EVENTS-AT-A-GLANCE

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<th>Minutes for wrap-up</th>
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<th>Minutes for Judges Questions</th>
<th>May event be repeated?</th>
<th>Are production standards used?</th>
<th>May reference materials be used?</th>
<th>Computer and printer provided by BPA?</th>
<th>Color Printing Allowed?</th>
<th>Judges utilized*</th>
<th>Number of chapter entries eligible for SLC</th>
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- **Y** = Yes
- **N** = No
- **U** = Unlimited

* Rating sheets are provided in the Guidelines.

** At the national level, states may vary.

Business Professionals of America Workplace Skills Assessment Program

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

September 1, 2019
### Management, Marketing and Communication

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<th>Event Description</th>
<th>Minutes for orientation, prep, set-up, warm-up</th>
<th>Minutes for wrap-up</th>
<th>Minutes for testing and/or presentation</th>
<th>Minutes for Judges Questions</th>
<th>May event be repeated?</th>
<th>Are production standards used?</th>
<th>May reference materials be used?</th>
<th>Computer and printer provided by BPA?</th>
<th>Color Printing Allowed?</th>
<th>Judges utilized*</th>
<th>Number of chapter entries eligible for SLC and state entries eligible for NLC</th>
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<tr>
<td>(970) Entrepreneurship Exploration (ML)</td>
<td>3</td>
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<th>Y**</th>
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<tr>
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<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y**</td>
<td>U</td>
</tr>
<tr>
<td>(996) Business Fundamentals Concepts – Open (ML)</td>
<td>60</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y**</td>
<td>U</td>
</tr>
<tr>
<td>(997) Business Math Concepts – Open (ML)</td>
<td>60</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y**</td>
<td>U</td>
</tr>
<tr>
<td>(998) Computer Literacy Concepts – Open (ML)</td>
<td>60</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y**</td>
<td>U</td>
</tr>
</tbody>
</table>
VIRTUAL COMPETITIVE EVENTS

These events are offered only at the national level. All members may register and submit entries. There are no limits. Top ten (10) winners will be decided without consideration for division. The following policy will be used in for all virtual competitive events.

Preliminary Round
Based upon the number of final submissions in each of the virtual event contests, the competitors will be randomly assigned into sections. Within each section, all competitors will be judged using the technical specification points in the individual WSAP contest guidelines.

Upon completion of the technical judging and based upon the size of each section, the number of competitors that will advance to the presentation will be determined. The number of competitors that will advance to the presentation round will not exceed 20 competitors.

- 5 Sections and higher – Top 2 from each section advance to the presentation round
- 4 Sections – Top 3 from each section advance to the presentation round
- 3 Sections – Top 4 from each section advance to the presentation round
- 2 Sections – Top 5 from each section advance to the presentation round

Presentation Round
During the presentation round, the combined scores (presentation and technical) will determine the top ten (10) competitors that will advance to NLC.

Top 10 Score Rankings
The top ten (10) competitors advancing to NLC will be subjected to one additional technical judging in order to determine the final NLC rankings. This technical judging will take place before NLC.

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

The ten (10) contestants 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 the BPA National Showcase for more information.

(V01) Virtual Multimedia and Promotion Individual (ML | S | PS)
(V02) Virtual Multimedia and Promotion Team (ML | S | PS)
(V03) Software Engineering Team (ML | S | PS)
(V04) Web Application Team (ML | S | PS)
(V05) Mobile Applications (ML | S | PS)
(V06) Promotional Photography (ML | S | PS)
(V07) Cybersecurity/Digital Forensics (ML | S | PS)
(V08) Start-up Enterprise Team (ML | S | PS)
(V09) Financial Portfolio Management Team (ML | S | PS)
MIDDLE LEVEL EVENTS

(900) Financial Literacy (ML)
(915) Administrative Support Team (ML)
(920) Digital Citizenship-Pilot (ML)
(925) Keyboarding Production (ML)
(930) Spreadsheet Applications (ML)
(940) Digital Game Design Team (ML)
(945) Graphic Design Promotion (ML)
(950) Introduction to Video Production (ML)
(955) Website Design Team (ML)
(970) Entrepreneurship Exploration (ML)
(975) Extemporaneous Speech (ML)
(980) Prepared Speech (ML)
(985) Presentation Management Team (ML)
(995) Business Communication Skills Concepts - Open (ML)
(996) Business Fundamentals Concepts - Open (ML)
(997) Business Math Concepts - Open (ML)
(998) Computer Literacy Concepts - Open (ML)
(900) Financial Literacy (ML)

Description
To develop a basic understanding of finance and accounting skills.

Eligibility
Any Middle Level member may enter this event.

Contestant 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 SLC Calculator Guidelines. Contestants 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
- Demonstrate the difference between saving and investing
- Apply basic mathematical operations to solve financial alternatives
- 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, etc.)
- Demonstrate the ability to interpret appropriate steps for personal financial decisions and actions

Equipment/Supplies provided
Plain paper

Method of evaluation
Objective Test (online state testing January 28-February 11, 2020)
Application Test (February 25, 2020)

Length of event
No more than sixty (60) minutes testing time

Entries
Each chapter is allowed five (5) entries
(915) Administrative Support Team (ML)

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.

Contestant 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
- Establish work priorities and timelines

Equipment/supplies provided
Computer (one per team member), printer, and paper
Software as designated for this event
Flash drive (one per team, which must be submitted with test materials at conclusion of testing)

Method of evaluation
Application Test (February 25, 2020)

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 chapter is allowed two (2) entries
(920) Digital Citizenship – Pilot (ML)

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

Eligibility
Any Middle Level member may enter this event.

Contestant 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
- Identify how social media is used to learn across the curriculum
- 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 (online state testing January 28-February 11, 2020)

Length of event
No more than sixty (60) minutes testing time

Entries
Each chapter is allowed five (5) entries
(925) Keyboarding Production (ML)

Description
Evaluate entry-level skills in keyboarding and document production.

Eligibility
Any Middle Level member may enter this event.

Contestant 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 keyboarding and document formatting skills to produce business documents
• Demonstrate basic knowledge of word processing software functions
• Format and key letters, memos, tables, columns, and reports according to the Style & Reference Manual
• Proofread text for accuracy, content, grammar, spelling, and punctuation
• Revise, edit, and spell-check documents
• Use paragraph formatting, tab settings, and text enhancements (e.g. bold, italics, underline)
• Key and format addresses
• Use electronic and hard copy references to assist in preparing documents (e.g. help screens, spell-check, thesaurus, user's manual, dictionary)

Equipment/supplies provided
Computer, printer, and paper
Software as designated for the event

Method of evaluation
Application Test (February 25, 2020)

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 chapter is allowed five (5) entries
(930) Spreadsheet Applications (ML)

Description
Contestants 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.

Contestant 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
- 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 Test (February 25, 2020)

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 chapter is allowed five (5) entries
**Digital Game Design Team (ML)**

**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 in order to be ranked.

**Topic**
Create a digital educational game exploring the Career Clusters ([www.onetonline.com](http://www.onetonline.com) or [https://careertech.org/career-clusters](https://careertech.org/career-clusters)). You may choose to focus on any or all of the career clusters. Your game could include salary ranges, educational requirements, skills and abilities, normal work day, or other attributes of the occupation. A game could include helping the player select a career based on their interests and such. Remember your game must culminate with a player “winning” or selecting a career that fits their criteria.

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

**Team Must Supply**
Props (optional)
Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

No Internet access will be provided on-site at the SLC; 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.)

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**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 educational information through the medium of play
- Demonstrate appropriate application of victory and failure conditions
- 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 Team Entry Form including a clickable URL to the project, Works Cited, and signed Release Form(s) in a combined PDF file to [http://www.bpa.org/submit](http://www.bpa.org/submit) no later than 4:00 p.m. CST on February 7, 2020.
- Member ID will be required for all submissions.

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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.
• Contestants will receive an automated response confirmation at the time of submission.
• Individual confirmation of receipt cannot be provided.
• 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.
• One (1) copy of any concept art/prototypes, the Individual Entry Form, including signatures, and Works Cited must be presented at the time of the presentation at SLC at both the Preliminary and Final Competition (if a final round is needed based on the total number of entries).
• 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. Contestants 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.
• National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of Evaluation
Judge’s Scoring Rubric

Length of Event
No more than three (3) minutes for set-up/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 chapter is allowed two (2) entries

Teams in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will not be available at SLC.
(940) Digital Game Design Team (ML)

Judge Number ____________  Team Number ____________

**Technical Scoring Rubric**

<table>
<thead>
<tr>
<th>Team Violated the Copyright and/or Fair Use Guidelines</th>
<th>☐ Yes (Disqualification)</th>
<th>☐ No</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Team followed topic</th>
<th>☐ Yes</th>
<th>☐ No (Disqualification)</th>
</tr>
</thead>
</table>

**Items to Evaluate**

<table>
<thead>
<tr>
<th>Points Awarded</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
</table>

Team submitted the correct information and in the correct format.

- **Team Entry Form** (must be keyed and signed for pre-submission), Works Cited, AND **Release Form(s)** (do not have to be keyed but must be signed for pre-submission) in one combined PDF file

*All points or none are awarded by the technical judge.*

**Gameplay Mechanics**

- Core mechanics are innovative
  - 1-5 6-10 11-15 16-20
- Empowers players to make choices
  - 1-5 6-10 11-15 16-20
- Not driven solely by luck; elements of chance are used appropriately.
  - 1-5 6-10 11-15 16-20

**Rules**

- Clearly communicated.
  - 1-5 6-10 11-15 16-20
- Application of rules are logical.
  - 1-5 6-10 11-15 16-20
- Rules have been tested for multiple situations that arise in normal play.
  - 1-5 6-10 11-15 16-20

**Narrative Elements**

- Game uses narrative elements where applicable.
  - 1-5 6-10 11-15 16-20

**Balance**

- Amount of time required to play the game is appropriate.
  - 1-5 6-10 11-15 16-20
- Players are given a fair chance to win the game.
  - 1-5 6-10 11-15 16-20
- As the game progresses, the level of difficulty increases.
  - 1-5 6-10 11-15 16-20

**Educational Components**

- Game does a good job of educating the player about the topic.
  - 1-5 6-10 11-15 16-20
- Game’s educational aspects reflect research conducted by the design team.
  - 1-5 6-10 11-15 16-20

**Overall**

- Conditions for winning or losing the game are clearly defined.
  - 1-5 6-10 11-15 16-20
- Design of game is visually appealing, follows theme, and meaningful.
  - 1-5 6-10 11-15 16-20

**TOTAL TECHNICAL POINTS (290 points maximum)**
(940) Digital Game Design Team (ML)

Judge Number _______________ Team Number _____________

**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to explain design process</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain the development process</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain the rules</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain gameplay</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain the educational component</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS** (100 points maximum)

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

**Specification Scoring Rubric**

**SPECIFICATION POINTS**: All points or none per item are awarded by the proctor per team, not per judge.

<table>
<thead>
<tr>
<th></th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up lasted no more than three (3) minutes – 5 points</td>
<td>10</td>
</tr>
<tr>
<td>Presentation lasted no more than ten (10) minutes – 5 points</td>
<td></td>
</tr>
<tr>
<td>Documentation submitted at time of check-in: keyed and signed</td>
<td>10</td>
</tr>
<tr>
<td>Team Entry Form (1 copy) and Works Cited (1 copy)</td>
<td></td>
</tr>
<tr>
<td>Must have copies for preliminaries and finals</td>
<td></td>
</tr>
<tr>
<td>All registered team members in attendance for entire event</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS** (30 points maximum)

MAXIMUM POSSIBLE POINTS = 420
(945) Graphic Design Promotion (ML)

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

The output of this competition is to be produced as the basis for NLC theme and advertising for 2020.

Eligibility
Any Middle Level member may enter this event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Contestant must supply
One (1) plastic sheet protectors (8½”x11”) each containing three documents—one flyer, one student-generated logo, one keyed Individual Entry Form, and Works Cited.

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

Specifications
• This is a pre-submitted event. See instructions for submission.
• Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Washington, D.C., May 6-10, 2020.
• Theme must be 25 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 and entry information must be submitted in JPG, PNG, or PDF formats at http://www.bpa.org/submit no later than 4:00 p.m. CST on February 7, 2020. The flyer, logo and entry information must be submitted in three (3) separate files.
• Member ID’s 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 contestants and/or those missing a contestant number will not be accepted.
• No changes can be made to the project after the date of submission.
• One (1) copy of the completed copy of the flyer and contestant-generated logo, Individual Entry Form, including signatures, and Works Cited must be submitted at the time of the presentation at SLC at both the Preliminary and Final Competition (if a final round is needed based on the total number of entries).
• Contestants may also bring one additional 8½”x11” flyer and one additional logo for use during the presentation at both the Preliminary and Final Competitions. Contestants may use notes an index cards if desired.
• The contestant will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
• No computers, projection systems or other props may be used during the presentation.
• The flyers, logos and forms will not be returned.
• Use of appropriate grammar, spelling and punctuation is required.
• Contestant-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.)
• Contestant’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.
• National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
• The top three (3) places in the Middle Level, Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.

**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

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

**Entries**

Each chapter is allowed three (3) entries

**Contestants in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging will not be returned and will not be available at SLC.**
**Technical Scoring Rubric**

<table>
<thead>
<tr>
<th>Contestant Violated the Copyright and/or Fair Use Guidelines</th>
<th>☐ Yes (Disqualification)</th>
<th>☐ No</th>
</tr>
</thead>
</table>

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

Contestant followed topic □ Yes □ No (Disqualification)

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contestant submitted the correct information in the correct format.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>- Flyer - .JPG, PNG, or PDF format</td>
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<tr>
<td>- Logo - .JPG, PNG, or PDF format</td>
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<tr>
<td>- <a href="#">Individual Entry Form</a> – PDF format (must be keyed, but does not have to be signed for pre-submission)</td>
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<tr>
<td>- Works Cited – PDF format</td>
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<td></td>
</tr>
<tr>
<td>- <a href="#">Release Form</a> (do not have to be keyed but must be signed for pre-submission)</td>
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</tr>
</tbody>
</table>

*All points or none are awarded by the technical judge.*

| 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 generated promotes NLC                                                   | 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 and tagline meet the [Graphic Standards](#) as outlined in the [Style & Reference Manual](#) | 1-5           | 6-10    | 11-15 | 16-20    |                |

**TOTAL TECHNICAL POINTS (150 points maximum)**
**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral presentation/stage presence/delivery</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Content of presentation</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of presentation</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Answers to judges’ questions</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS (80 points maximum)**

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

**Specification Scoring Rubric**

<table>
<thead>
<tr>
<th>SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not per judge.</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme must be 25 characters or less including spaces.</td>
<td>10</td>
</tr>
<tr>
<td>Contestant name does <em>not</em> appear on submitted output.</td>
<td>10</td>
</tr>
<tr>
<td>Appropriate use of grammar, spelling and punctuation.</td>
<td>10</td>
</tr>
<tr>
<td>Flyer is submitted on 8 ½”x11” sheet of paper in either landscape or portrait.</td>
<td>10</td>
</tr>
<tr>
<td>Dimensions of student-generated logo do <em>not</em> exceed 4”x4” and is submitted on separate 8 ½”x11” sheet of paper.</td>
<td>10</td>
</tr>
<tr>
<td>Documentation submitted at time of check-in: keyed and signed Individual Entry Form (1 copy), Works Cited (1 copy), flyer (1 copy), and logo (1 copy). Must have copies for preliminaries and finals</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS (60 points maximum)**

**MAXIMUM POSSIBLE POINTS = 290**
(950) Introduction to Video Production Team (ML)

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. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

Topic
Create a video that showcases the positive social impact that students make in their community. Videos could include activities completed through BPA, other CTSOs, ECAs, and other volunteerism.

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
Projector (optional)
Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted
No Internet access will be provided on-site at SLC; however, teams may provide their own access to be used only for their presentation to the judges
Team must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. 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
- 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 state and national competition.

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September 1, 2019
For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA’s recommended settings. See page 15 for settings recommendations.

Submit the Team Entry Form including a clickable URL to the project, Works Cited, and signed Release Form(s) in a combined PDF file to: http://www.bpa.org/submit, no later than 4:00 p.m. CST on February 7, 2020.

Member ID’s will be required for all submissions.
Contestants will receive an automated response confirmation at the time of submission.
Individual confirmation of receipt cannot be provided.
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 state level competition prior to submission of materials.
Materials from non-registered contestants and/or those missing contestant numbers cannot be accepted.
No changes can be made to the project after the date of submission.
One (1) copy of the completed storyboard, Team Entry Form, including signatures, and Works Cited must be submitted at the time of the presentation at SLC 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 responsible for securing a Release Form from any person whose image is used in the production.
All text/graphics materials must follow the organization’s Graphic Standards and make proper use of the logo and/or organization’s name. (Refer to the Graphic Standards in the Style & Reference Manual.)
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.
National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes for set-up
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 chapter is allowed two (2) entries

Teams in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will not be available at SLC.
### Introduction to Video Production Team (ML)

Judge Number ______________ Team Number __________

#### Technical Scoring Rubric

<table>
<thead>
<tr>
<th>Team Violated the Copyright and/or Fair Use Guidelines</th>
<th>☐ Yes (Disqualification)</th>
<th>☐ No</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Team followed topic</th>
<th>☐ Yes</th>
<th>☐ No (Disqualification)</th>
</tr>
</thead>
</table>

#### Items to Evaluate

**Points Awarded**

- Team submitted the correct information and in the correct format.
  - **Team Entry Form** (must be keyed and signed for pre-submission), *Works Cited*, AND **Release Form** (s) (do not have to be keyed but must be signed for pre-submission) in one combined PDF file. 
  
  *All points or none are awarded by the technical judge.*

**Required Elements**

- Included more than one camera angle
- Included at least one interview
- Included one voice over
- Included ending credits
- Video lasted no less than one (1) minute and no more than two (2) minutes

**Total Required Elements Points (60 points maximum)**

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Originality of content (at least 50% of video must be footage shot by the team)</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
<tr>
<td>Developed and portrayed theme</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of production</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16 20</td>
<td></td>
</tr>
<tr>
<td>Production free of typos</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
</tbody>
</table>

**Total Content Points (80 points maximum)**

<table>
<thead>
<tr>
<th>Quality</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
<tr>
<td>Steadiness</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td>1 5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
<tr>
<td>Audio</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td>16–20</td>
<td></td>
</tr>
</tbody>
</table>

**Total Quality Points (80 points maximum)**

**TOTAL TECHNICAL POINTS (220 points maximum)**

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September 1, 2019
Presentation Scoring Rubric

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to explain the design process</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain the use of innovative technology</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain their development and use of media elements (graphics, video, audio, etc.)</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL PRESENTATION POINTS (60 points maximum)

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

Specification Rubric

<table>
<thead>
<tr>
<th>SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not per judge.</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up lasted no longer than three (3) minutes – 5 points</td>
<td>10</td>
</tr>
<tr>
<td>Presentation lasted no longer than five (5) minutes – 5 points</td>
<td></td>
</tr>
<tr>
<td>Documentation submitted at time of check-in: keyed and signed Team Entry Form (1 copy), Storyboard (1 copy), Script (1 copy) and signed Work Cited (1 copy)</td>
<td>10</td>
</tr>
<tr>
<td>Must have copies for preliminaries and finals</td>
<td></td>
</tr>
<tr>
<td>All registered team members in attendance for entire event</td>
<td>10</td>
</tr>
</tbody>
</table>

TOTAL SPECIFICATION POINTS (30 points maximum)

MAXIMUM POSSIBLE POINTS = 310
(955) Website Design Team (ML)

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. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

Topic
Your team is to create a website which showcases the “Top Ten Things about Your State”. The website must include ten specific things about your state. (Ideas include but are not limited to: top ten places to visit in your state, ten famous people from your state, top ten businesses in your state, ten foods grown or produced in your state, the ten best sports teams in your state, etc.)

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

Team must supply
Team must supply one (1) computer loaded with their website for presentation to the judges
No Internet access will be provided on site at SLC; however, teams may provide their own access to be used only for their presentation to the judges
Team must bring all supporting devices (e.g., extension cords, power supply, etc.)
Projector (optional)
Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted
Visual Aids (optional)

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 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
- 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

Specifications:
- This is a pre-submitted event. See instructions for submission.
- Submit the Team Entry Form including a clickable URL to the project, Works Cited, and signed Release Form(s) in a combined PDF file to: http://www.bpa.org/submit, no later than 4:00 p.m. CST, on February 7, 2020.
- Member ID’s will be required for all submissions.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided.

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Material contained in this publication may be reproduced for member and/or event use only.
• 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 contestants and/or those missing chapter numbers will not be accepted.
• One (1) copy of the Team Entry Form, including signatures, and Works Cited must be submitted at the time of the presentation at SLC at both the Preliminary and Final Competition.
• 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 by 4:00 p.m. CST on February 7, 2020. 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 SLC.
• The team will administer and present their website at the State Leadership Conference.
• The following information must be included on the site: name of chapter, team member names, theme, school, city, state, and year. This information can be included in any format and location.
• Attention must be given to cross-browser capabilities.
• Attention must be given to monitor capabilities, such as resolution.
• All written material must follow the organization’s Graphic Standards and make proper use of the logo and/or organization’s name. Refer to the Graphic Standards in the Style & Reference Manual.
• It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at https://www.copyright.gov/title17/title17.pdf. The Style & Reference Manual contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.
• National 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.
• Contestants 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.
  - Contestants should be able to understand and explain the utilized code and/or technology used by a selected web development technology, CMS, or template.
Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes for team to set-up
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
Teams will be stopped at the end of the allotted time

Entries
Each chapter is allowed two (2) entries

Teams in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will not be available at SLC.
# Technical Scoring Rubric

## Team Violated the Copyright and/or Fair Use Guidelines
- Yes (Disqualification)
- No

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

## Team followed topic
- Yes
- No (Disqualification)

## Items to Evaluate

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team submitted the correct information and in the correct format.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>• Team Entry Form (must be keyed and signed for pre-submission), Works Cited, AND Release Form(s) (do not have to be keyed but must be signed for pre-submission) in one combined PDF file</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All points or none are awarded by the technical judge.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Layout</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Visual organization is easily understood</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Aesthetic use of colors and fonts</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Consistent format page to page</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>Navigational Theme</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Links present and working</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Links show consistent formatting</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Navigational path is clear and logical</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>Graphic Media Use</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Enhances topic</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Creativity through graphic design</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Originality of graphics</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Effective use of innovative technology</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>Content</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Well developed</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Portrays the topic</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Effectiveness of site</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>Technical</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Cross-browser compatibility</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>• Source Code is well organized and meets validation</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td>16-20</td>
</tr>
<tr>
<td>Grammar, Spelling, Punctuation, and Usage</td>
<td>5 (3+ errors)</td>
<td>10 (2 errors)</td>
<td>15 (1 error)</td>
<td>20 (0 errors)</td>
<td>20</td>
</tr>
<tr>
<td>Information Requirement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

**TOTAL TECHNICAL POINTS (350 points maximum)**

---

Business Professionals of America Workplace Skills Assessment Program

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September 1, 2019

Page 43
(955) Website Design Team (ML)

Judge Number ____________  Team Number ____________

**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to explain development/design process</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain use of web languages (source code)</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Ability to explain development and use of media elements (graphics, video, audio, etc.)</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Evidence showing each team member’s role in the development of the site and their responses to interview questions</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS** (80 points maximum)

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

**Specification Scoring Rubric**

<table>
<thead>
<tr>
<th>SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, <em>not</em> per judge.</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up lasted no more than three (3) minutes – 5 points</td>
<td>10</td>
</tr>
<tr>
<td>Presentation lasted no more than five (5) minutes – 5 points</td>
<td>10</td>
</tr>
<tr>
<td>Documentation submitted at time of check-in: keyed and signed <em>Team Entry Form</em> (1 copy) and signed <em>Works Cited</em> (1 copy)</td>
<td>10</td>
</tr>
<tr>
<td><em>Must have copies for preliminaries and finals</em></td>
<td></td>
</tr>
<tr>
<td>All registered team members in attendance for entire event</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS** (30 points maximum)

**MAXIMUM POSSIBLE POINTS = 460**
(970) Entrepreneurship Exploration (ML)

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

Eligibility
Any Middle Level member may enter this event. If a member repeats this event, the contestant may not submit any previously used research paper. Contestants participating in state level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Topic
You will be presenting to potential investors your innovative idea for a new product/service. Your research paper must include the following elements:
1. What is your product/service? What makes it unique? What need does it fill?
2. Who are the customers?
3. Why do they want/need your product/service?
4. What are the customer demographics?
5. What is your cost? What is your revenue?

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

Contestant must supply
Contestant may use a computer, projection equipment, prepared posters, flip charts, easel or graphs in their presentation.
Carry-in and set-up of equipment must be done solely by the contestants and must take place within the time allotted.
No Internet access will be provided on site at SLC; however, contestants may provide their own access to be used only for their presentation to the judges.
Contestant 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. 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
- Demonstrate an understanding of marketing concepts and practices
- Create and implement a plan of action
- Identify customer base including consumer and organizational markets and demographics
- Demonstrate effective written and oral communication skills
- Use correct terminology related to finance
- 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.
- A keyed Individual Entry Form, Works Cited, and research paper must be submitted as a PDF file must be submitted at http://www.bpa.org/submit no later than 4:00 p.m. CST on February 7, 2020.
- Member ID’s will be required for all submissions.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided.
- 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 contestants and/or those missing contestant numbers will not be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the research paper, Individual Entry Form, including signatures, and Works Cited, must be submitted at the time of the presentation at SLC at both the Preliminary and Final Competition.
- Contestant will present before a panel of judges and a timekeeper. No audience will be allowed.
- Set-up will be stopped at three (3) minutes to begin the presentation.
- The contestant 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.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes set-up
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

Contestants will be stopped at the end of the allotted time

Entries
Each chapter is allowed three (3) entries

Contestants in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will not be available at SLC.
(970) Entrepreneurship Exploration (ML)

Judge Number ________________    Contestant Number _____________

**Technical Scoring Rubric**

<table>
<thead>
<tr>
<th>Contestant Violated the Copyright and/or Fair Use Guidelines</th>
<th>☐ Yes (Disqualification)</th>
<th>☐ No</th>
</tr>
</thead>
<tbody>
<tr>
<td>If yes, please stop scoring and provide a brief reason for the disqualification below:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contestant followed topic</th>
<th>☐ Yes</th>
<th>☐ No (Disqualification)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Report Evaluation</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contestant submitted the correct information and in the correct format.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Research Paper (using Report Format) – PDF format</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• <strong>Individual Entry Form</strong> – PDF format (must be keyed, but does not have to be signed for pre-submission)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Works Cited – PDF format</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All points or none are awarded by the technical judge.*

<table>
<thead>
<tr>
<th></th>
<th>1-5</th>
<th>6-10</th>
<th>11-15</th>
<th>16-20</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production Information</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Customer Information</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Financial Information</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Conclusion</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Overall appearance, conciseness and completeness</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL TECHNICAL POINTS (130 points maximum)**
Judge Number ________________  Contestant Number ____________

**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Oral Presentation Evaluation</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening and summary</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Content of presentation</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of presentation</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Presentation etiquette</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Answers to judges’ questions</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS (100 points maximum)**

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

**Specification Scoring Rubric**

**SPECIFICATION POINTS:** All points or none per item are awarded by the proctor per contestant, not per judge.

<table>
<thead>
<tr>
<th>Specification</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documentation submitted at time of check-in: keyed and signed Individual Entry Form (1 copy), Research Paper (1 copy), Works Cited (1 copy) <strong>Must have copies for preliminaries and finals</strong></td>
<td>10</td>
</tr>
<tr>
<td>Research paper format according to Report Format found in the Style &amp; Reference Manual</td>
<td>10</td>
</tr>
<tr>
<td>Title Page and Works Cited formatted according to the Style &amp; Reference Manual</td>
<td>10</td>
</tr>
<tr>
<td>Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS (40 points maximum)**

**TOTAL MAXIMUM POINTS = 270**
(975) Extemporaneous Speech (ML)

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. Contestant may not enter both Extemporaneous Speech and Prepared Speech in the same year.

Contestant must supply
Sharpened No. 2 pencils, pens

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

Competencies
- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three (3) basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed

Specifications
- The contestant 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 contestant 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 contestant 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 contestant who adheres to the timing rule. Points will be awarded per speech, not per judge.
- The contestant 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.

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
Contestants will be stopped at the end of the allotted time
Equipment/supplies provided
Three (3) note cards for preparation of presentation

Entries
Each chapter is allowed three (3) entries

Contestants in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.
**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Evaluation of Speech</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td><strong>Voice:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Pitch, tempo, volume, enthusiasm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Platform Development:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Gestures, poise, eye contact, mannerisms, appearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organization:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Logical, clearly understood, suitable to topic, coherent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mechanics:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Diction, grammar, word pictures, pronunciation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Closing:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Summary and conclusion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effectiveness:</strong></td>
<td>1 – 5</td>
<td>6 – 10</td>
<td>11 – 15</td>
<td>16 – 20</td>
<td></td>
</tr>
<tr>
<td>Was purpose achieved? (to decide, to impress, to inform, to persuade)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS (140 points maximum)**

**Specification Scoring Rubric**

**SPECIFICATION POINTS:** All points or none per item are awarded by the proctor per contestant, *not* per judge.

<table>
<thead>
<tr>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.)</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS (10 points maximum)**

**MAXIMUM POSSIBLE POINTS = 150**
(980) Prepared Speech (ML)

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. Contestant may not enter Extemporaneous Speech, Presentation Management Team and Prepared Speech in the same year.

Contestant must supply
Easel (optional)
Props (optional)

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 contestant 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 set-up will be no more than three (3) minutes.
- Set-up 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 contestant’s speech must be the result of his/her own efforts.
- Prior to speaking, each contestant 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.
  - Contestants must place their Contestant 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.)
  - One (1) copy of the keyed Individual Entry Form, including signatures, must be provided at preliminary and final judging.
  - 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 contestant may use notes or note cards.
- The contestant will speak before a panel of judges and a timekeeper.
- No audience will be allowed.
- No time warnings will be given; however, contestants will be stopped at the end of the allotted time.
- A topic may not be repeated.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may not be left with judges.
- No electric/electronic equipment may be used.
• 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.

• National 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 set-up/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
**Contestants will be stopped at the end of the allotted time**

Entries
Each chapter is allowed three (3) entries

**Contestants in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for competition will not be returned.**
## Presentation Scoring Rubric

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Voice:</strong> <em>Pitch, tempo, volume, enthusiasm</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Platform Department:</strong> <em>gestures, poise, eye contact, mannerisms, appearance</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Organization:</strong> <em>Logical, clearly understood, suitable to topic, coherent</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Content:</strong> <em>Development of subject matter, depth of research</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Mechanics:</strong> <em>Diction, grammar, word pictures, pronunciation</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Closing:</strong> <em>Summary and conclusion</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td><strong>Effectiveness:</strong> <em>Was purpose achieved? (to make a decision, to impress, to inform, to persuade)</em></td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS** (160 points maximum)

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

<table>
<thead>
<tr>
<th>SPECIFICATION POINTS:</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documentation submitted at check-in: keyed and signed <strong>Individual Entry Form</strong> (1 copy), outline (1 copy), and Works Cited (1 copy). Must have copies for preliminaries and finals</td>
<td>10</td>
</tr>
<tr>
<td>Outline followed the <strong>Style &amp; Reference Manual</strong> format.</td>
<td>10</td>
</tr>
<tr>
<td>Works Cited followed the <strong>Style &amp; Reference Manual</strong> format.</td>
<td>10</td>
</tr>
<tr>
<td>Set-up lasted no longer than three (3) minutes – 5 points. Presentation lasted no less than three (3) minutes and no longer than five (5) minutes – 5 points.</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SPECIFICATION POINTS (40 points maximum)**

**MAXIMUM NUMBER OF POINTS = 200**
(985) Presentation Management Team (ML)

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. Contestants may not participate in Presentation Management Team and Prepared Speech in the same year. Previous submissions may not be used for presentations.

Topic
Your local school board has come to you to develop a plan to redesign the cafeteria for your school. Your team must develop a design of the physical space, as well as a menu of food options, factoring in concerns for allergies, vegan and vegetarian options. Your team must also research and develop a budget to redesign the cafeteria space including, furniture, food equipment and technology, etc. Your team must convince a majority of the school board to vote for your design to be approved.

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 laptop/tablet PC
Presentation software
Sounds cards (optional)
External speakers (optional)
Projector (optional)
Visual Aids (optional)
Notes or note cards for oral presentation (optional)
No Internet access will be provided on site at SLC; however, teams may provide their own access to be used only for their presentation to the judges
Teams must bring all supporting devices (e.g., extension cords, power supply, etc.)
Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the 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
- Use variety of research tools
- 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 Team Entry Form, including signatures, and the word-processed Works Cited must be submitted at the time of the presentation at SLC 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.

• National 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/set-up
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 chapter is allowed two (2) entries

Teams in all judged events who wish to receive judges’ comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will not be available at SLC.
(985) Presentation Management Team (ML)

Judge Number ____________  Team Number ____________

**Presentation Scoring Rubric**

<table>
<thead>
<tr>
<th>Team Violated the Copyright and/or Fair Use Guidelines</th>
<th>☐ Yes (Disqualification)</th>
<th>☐ No</th>
</tr>
</thead>
</table>

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

Team followed topic  ☐ Yes  ☐ No (Disqualification)

<table>
<thead>
<tr>
<th>Items to Evaluate</th>
<th>Below Average</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening and summary</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Description of the new brand</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Goals to be achieved are stated</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Stage presence and delivery</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>General content</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Participation by all team members</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Typography (typeface, size, &amp; color)</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Functional graphics contribute to the progression of the idea</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Charts and graphs used effectively</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Effective use of color and space</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Effective use of multimedia technology</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Development of stated theme</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>Answers to judges’ questions</td>
<td>1-5</td>
<td>6-10</td>
<td>11-15</td>
<td>16-20</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL PRESENTATION POINTS (260 points maximum)**

*Props and/or additional items shall not be used as a basis for scoring.*
(985) Presentation Management Team (ML)

Judge Number ____________  Team Number ____________

**Specification Scoring Rubric**

<table>
<thead>
<tr>
<th>SPECIFICATION POINTS: All points or none per item are awarded by the proctor per team, not per judge.</th>
<th>Points Awarded</th>
</tr>
</thead>
</table>
| Documentation submitted at time of check-in: keyed and signed [Team Entry Form](#) (1 copy), Works Cited (1 copy), and signed [Release Form](#)(s) (1 copy)  
_Must have copies for preliminaries and finals_ | 10 |
| Works Cited provided and formatted according to the [Style & Reference Manual](#) | 10 |
| Set-up lasted no more than three (3) minutes – 5 points | 10 |
| Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes – 5 points | 10 |
| All registered team members in attendance for entire event | 10 |

**TOTAL SPECIFICATION POINTS (40 points maximum)**

**TOTAL MAXIMUM POINTS = 300**
(995) Business Communication Skills Concepts – Open Event (ML)

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.

Contestant 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 (online state testing January 28-February 11, 2020)

Equipment/Supplies provided
Plain paper

Length of event
No more than sixty (60) minutes testing time

Entries
Unlimited

Reference materials may not be used for any Open Event
(996) Business Fundamentals Concepts – Open Event (ML)

Description
To develop an overall familiarity with basic business knowledge skills.

Eligibility
Any Middle Level member may enter this event.

Contestant must supply:
Sharpened No. 2 pencils
Cordless calculator: electronic devices will be monitored according to ACT standards. See SLC Calculator Guidelines. Contestants 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 (online state testing January 28-February 11, 2020)

Equipment/Supplies provided
Plain paper

Length of event
No more than sixty (60) minutes testing time

Entries
Unlimited

Reference materials may not be used for any Open Event
(997) Business Math Concepts – Open Event (ML)

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

Eligibility
Any Middle Level member may enter this event.

Contestant must supply
Sharpened No. 2 pencils
Cordless calculator: electronic devices will be monitored according to ACT standards. See SLC Calculator Guidelines. Contestants 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 (online state testing January 28-February 11, 2020)

Length of event
No more than sixty (60) minutes testing time

Entries
Unlimited

Reference materials may not be used for any Open Event.
(998) Computer Literacy Concepts – Open Event (ML)

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.

Contestant 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 operating systems
- 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 (online state testing January 28-February 11, 2020)

Length of event
No more than sixty (60) minutes testing time

Entries
Unlimited

Reference materials may not be used for any Open Event