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# **State Leadership Conference**

## **March 10-11, 2020**

### **Secondary and Post-secondary Guidelines 2019-20**

#### **Workplace Skills Assessment Program**

# 2019-20 Competitive Events

## 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.
- A summary page outlining recommended Precision Exams has been created. These certification exams are aligned to competitive event content, but NOT REQUIRED (not a part of the competitive event score) for any of the events.

### **Updates to Competitive Events (with Aligned and Required Certification Exams)**

- The required certification exam component will be scored on a pass (100 points) or fail (zero (0) points) basis at NLC ONLY.
- At NLC ONLY each of the required certification exam components may count for up to, but cannot exceed, 25% of the total event points. The total score for each competitive event has been adjusted to ensure that the certification points (maximum 100 points) does not exceed 25%.

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

### **100's Finance**

- (100) Fundamental Accounting (S) – new Eligibility statement: “Contestant may *not* enter Fundamental Accounting and Advanced Accounting in the same year. This event may *not* be repeated.”
  - Removed “Limited to secondary student members enrolled in the first year of accounting or who have completed the first-year and are not enrolled in second-year accounting.”

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

- (270) ICD-10 Diagnostic Coding (S | PS) has been adopted as a full event.

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

- New Pilot Event Created – (350) Linux Operating System Fundamentals-Pilot (S | PS )
- (310) Network Administration Using Microsoft has been renamed to (310) Server Administration Using Microsoft.
- (315) System Administration Using Cisco has been renamed to (315) Network Administration Using Cisco.
- (335) C++ Programming, (340) Java Programming, (345) C#/Visual Basic Programming
  - The following statement has been added regarding source code resources: “Only pre-written source code that is hard copied (non-electronic) is allowed.”
- SLC will have hands-on components for 300, 305, 310, 315 and 320 finals.

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

- (405) Fundamentals of Web Design (S | PS) – Microsoft MTA 98-383 Introduction to Programming Using HTML and CSS is now the required certification exam at NLC ONLY.
- (410) Graphic Design Promotion (S | PS) – The works cited page has been added to the rubric for specification points.
- (435) Website Design Team (S | PS) – Works cited must be included and formatted according to the Style & Reference Manual specifications.
- (490) Digital Communication & Design Concepts – Open (S | PS) has been adopted as a full event.
- Multiple rubrics have been updated to include additional evaluation items. Please review the rubrics for the following contests:
  - Graphic Design Promotion
  - Broadcast News Team
  - Video Production Team
  - Computer Modeling
  - Website Design Team
  - Computer Animation Team

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

- (515) Interview Skills (S | PS)
  - In the technical scoring rubric, the statement “but should be business letter format” has been removed.

- The statement “Does *not* need to follow the Style & Reference Manual” has been added to the Resume section of the Technical Scoring Rubric.
- (520) Advanced Interview Skills (S | PS)
  - In the technical scoring rubric, the statement “but should be business letter format” has been removed.
  - The statement “Does *not* need to follow the Style & Reference Manual” has been added to the Resume section of the Technical Scoring Rubric.
- (545) Prepared Speech, (555) Presentation Management Individual, and (560) Presentation Management Team are pre-judged for SLC ONLY.
- (550) Parliamentary Procedure Team will no longer use the (592) Parliamentary Procedure Concepts – Open objective exam as part of the contest. A new assessment (50 objective questions for each level), unique to the Parliamentary Procedure Team event has been created to replace it.
- (594) Digital Marketing Concepts – Open (S | PS) has been adopted as a full event.

### **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 Education 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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## INTRODUCTION

### **Mission Statement**

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

### **Program Philosophy**

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

Students will:

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

### **Content of the Guidelines**

The WSAP Guidelines (*Guidelines*) contain general information for all events as well as specific details regarding eligibility, equipment use, scoring, etc. The information in the *Guidelines* is essential for members attending the State (SLC) and National Leadership Conferences (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 Events. The State *Guidelines* regulate all state Workplace Skills Assessment Events. State Associations may choose to deviate from the national 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.

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

### **Awards and Recognition**

For the Secondary and Post-secondary Divisions, 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.

The guidelines for each event indicate the number of contestants that a state may enter at SLC. All entries for Workplace Skills Assessment events must be registered for SLC through the state association. Any special eligibility requirements are indicated in the event guidelines.

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

### **Number of Contests**

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

**Post-secondary** student members may participate in a total of two events, only one of which may be a team event (this number includes pilot events). Additionally, a student member may compete in an unlimited number of Open or Virtual Events. 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 member is limited to only one team event.)

### **Event Rescheduling**

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

### **Use of Materials**

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

### **Reference Materials**

Some events allow reference materials. Check the guidelines for each contest for further information. Published/Unpublished non-electronic reference materials may be brought on a “read-only” CD-ROM and/or hard copy for events that allow 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.

### **ARMA Rules**

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

### **Proofreader's Marks**

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

### **Style & Reference Manual**

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

### **Business Ethics**

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

### **Human Relations**

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

### **Communications**

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

### **Use of Previous or Sample Tests**

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

### **Admission to Event Testing Sites**

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 Requirements**

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

**Name Badges**

Contestants' 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.

**Contestant-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, or iPads (or similar tablet devices). Computers or tablets may be used in place of projectors. Contestants are totally responsible for the set-up, 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.



## **JUDGED EVENT GUIDELINES**

### **Finance**

- (150) Financial Analyst Team (S | PS)
- (155) Economic Research Individual (S)
- (160) Economic Research Team (S)

### **Business Administration**

- (260) Administrative Support Research Project (S)

### **Management Information Systems**

- (325) Network Design Team (S | PS)

### **Digital Communication & Design**

- (410) Graphic Design Promotion (S | PS)
- (420) Digital Media Production (S | PS)
- (425) Computer Modeling (S)
- (430) Video Production Team (S | PS)
- (435) Website Design Team (S | PS)
- (440) Computer Animation Team (S)
- (445) Broadcast News Production Team (S)

### **Management, Marketing & Communications**

- (500) Global Marketing Team (S)
- (505) Entrepreneurship (S | PS)
- (510) Small Business Management Team (S | PS)
- (515) Interview Skills (S | PS)
- (520) Advanced Interview Skills (S | PS)
- (525) Extemporaneous Speech (S)
- (530) Contemporary Issues (PS)
- (535) Human Resource Management (S | PS)
- (540) Ethics & Professionalism (PS)
- (545) Prepared Speech (S | PS)
- (550) Parliamentary Procedure Team (S)
- (555) Presentation Management Individual (S | PS)
- (560) Presentation Management Team (S | PS)

### **Judged Events Documentation Forms**

All forms are available in the Download Center at [www.bpa.org](http://www.bpa.org).

#### **Entry Form**

This must be completed for all judged events except Extemporaneous Speech (S), Contemporary Issues (PS) 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.

#### **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. If an event requires a final round, additional copies of forms must be provided at check-in before presenting at SLC finals. 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.

### **Pre-submitted Events**

- (260) Administrative Support Research Project (S)
- (520) Advanced Interview Skills (S | PS)
- (445) Broadcast News Production Team (S)
- (440) Computer Animation Team (S)
- (425) Computer Modeling (S)
- (420) Digital Media Production (S | PS)
- (155) Economic Research Individual (S)
- (160) Economic Research Team (S)
- (505) Entrepreneurship (S | PS)
- (500) Global Marketing Team (S)s
- (410) Graphic Design Promotion (S | PS)
- (515) Interview Skills (S | PS)
- (325) Network Design Team (S | PS)
- (545) Prepared Speech (S | PS) for SLC ONLY
- (555) Presentation Management Individual (S | PS) for SLC ONLY
- (560) Presentation Management Team (S | PS) for SLC ONLY
- (430) Video Production Team (S | PS)
- (435) Website Design Team (S | PS)

### **Judges' Comments**

Judges' comments will be returned for 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 contest 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 unless noted otherwise in the individual contest guidelines.

### **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®**

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

### **Vimeo®**

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

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

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

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

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

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

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

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



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

Event Name \_\_\_\_\_

Date \_\_\_\_\_

Software Used (if applicable) \_\_\_\_\_

URL (if applicable) \_\_\_\_\_

URLs *must* be a clickable link.

Name _____	Contestant # _____	Grade _____
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Name _____	Contestant # _____	Grade _____
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Name _____	Contestant # _____	Grade _____
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Name _____	Contestant # _____	Grade _____
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Chapter Name \_\_\_\_\_

Advisor Name \_\_\_\_\_

Advisor E-mail \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

### 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.

Student Signature _____	Date _____
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Student Signature _____	Date _____
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Student Signature _____	Date _____
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Student Signature _____	Date _____
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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.

Advisor Signature \_\_\_\_\_

Date \_\_\_\_\_



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

<div>  <div> <b>BUSINESS PROFESSIONALS of AMERICA</b>  Giving Purpose to Potential </div> </div> <div> <b>OKLAHOMA</b>   <b>EVENTS-AT-A-GLANCE</b> </div>		Division \level for this event	# of chapter entries eligible for SLC	Online testing component/time allowed	Pre-Submit Component	Number advancing to SLC	Orientation, prep and wrap-up/arm-up	Actual SLC testing/presentation time	Number of Judges utilized	Judges Questions (Min.)	May event be repeated	Are production standards used	May reference materials be used	Computer and printer provided by BPA	Color printing allowed	Bring own computer	# SLC winners eligible for NLC
<b>FINANCE (100's)</b>																	
(100) Fundamental Accounting	S	5	Y/30		20	20	60				N	N	Y	N			5
(105) College Accounting	PS	5	Y/30		20	20	60				N	N	Y	N			5
(110) Advanced Accounting	S	5	Y/30		20	20	60				Y	N	Y	N			5
(115) Advanced College Accounting	PS	5	Y/30		20	20	60				Y	N	Y	N			5
(125) Payroll Accounting	S	5	Y/30		20	20	60				Y	N	Y	N			5
(130) College Payroll Accounting	PS	5	Y/30		20	20	60				Y	N	Y	N			5
(135) Managerial Accounting	PS	5	Y/30		20	20	60				Y	N	Y	N			5
(140) Federal Income Tax Accounting	PS	5	Y/30		20	20	60				Y	N	Y	N			5
(145) Banking & Finance	S, PS	5	Y/30		20		60				Y	N	Y	N			5
(150) Financial Analyst Team	S, PS	2	N			8	30/10	2	10		Y	N	Y	N	Y	Y	2
(155) Economic Research Individual	S	3	N	Y	12	3	7	2	5		Y	N	N	N			3
(160) Economic Research Team	S	2	N	Y	12	3	7	2	5		Y	N	N	N			2
(165) Personal Financial Management	S, PS	5	Y/30		20	20	60				Y	N	Y	N			5
(190) Financial Math & Analysis Concepts — OPEN	S, PS	U	Y/60								Y	N	N	N			U
<b>BUSINESS ADMINISTRATION (200's)</b>																	
(200) Fundamental Word Processing	S, PS	5	Y/30		20	20	60				N	Y	Y	Y			5
(205) Intermediate Word Processing	S, PS	5	Y/30		20	20	60				N	Y	Y	Y			5
(210) Advanced Word Processing	S, PS	5	Y/30		20	20	90				Y	Y	Y	Y			5
(215) Integrated Office Applications	S, PS	5	Y/30		20	20	90				Y	Y	Y	Y			5
(220) Basic Office Systems & Procedures	S, PS	5	Y/30		20	20	90				N	Y	Y	Y			5
(225) Advanced Office Systems & Procedures	S, PS	5	Y/30		20	20	90				Y	Y	Y	Y			5
(230) Fundamental Spreadsheet Applications	S, PS	5	Y/30		20	20	90				N	N	Y	Y			5
(235) Advanced Spreadsheet Applications	S, PS	5	Y/30		20	20	90				Y	N	Y	Y			5
(240) Database Applications	S, PS	5	Y/30		20	20	90				Y	N	Y	Y			5
(245) Legal Office Procedures	S, PS	5	Y/30		20	20	60				Y	Y	Y	Y			5
(250) Medical Office Procedures	S, PS	5	Y/30		20	20	60				Y	Y	Y	Y			5
(255) Administrative Support Team	S, PS	1	N			20	90				Y	Y	Y	Y			2
(260) Admin. Support Research Project	S	3	N	Y	12	3	7	2	5		Y	N	N	N			3
(265) Business Law & Ethics	S, PS	5	Y/60								Y	N	Y	N			5
(270) ICD-10-CM Diagnostic Coding	S, PS	5	Y/60								Y	N	Y	N			5
(290) Admin. Support Concepts — OPEN	S, PS	U	Y/60								Y	N	N	N			U
<b>MANAGEMENT INFORMATION SYSTEMS (300's)</b>																	
(300) Computer Network Technology	S, PS	5	Y/60		12	20	60				Y	N	Y	Y			5
(305) PC Servicing & Troubleshooting	S, PS	5	Y/60		12	20	60				Y	N	Y	Y			5
(310) Server Administration Using Microsoft®	S, PS	5	Y/60		12	20	60				Y	N	Y	Y			5
(315) Network Administration Using Cisco®	S, PS	5	Y/60		12	20	60				Y	N	Y	Y			5
(320) Computer Security	S, PS	5	Y/60		12	20	60				Y	N	Y	Y			5
(325) Network Design Team	S, PS	2	N	Y	12	3	30/10	2	10		Y	Y	Y	N	Y	Y	2
(330) Visual Basic/C# Programming	S, PS	5	Y/30		12	20	90				Y	N	Y	N		Y	5
(335) C++ Programming	S, PS	5	Y/30		12	20	90				Y	N	Y	N		Y	5
(340) Java Programming	S, PS	5	Y/30		12	20	90				Y	N	Y	N		Y	5
(345) SQL Database Fundamentals	S, PS	5	Y/60								Y	N	Y	N			5
(350) Linux Operating System Fundamentals (PILOT)	S, PS	5	Y/60								Y	N	N	N			5
(390) Computer Programming Concepts — OPEN	S, PS	U	Y/60								Y	N	N	N			U
(391) Information Tech Concepts — OPEN	S, PS	U	Y/60								Y	N	N	N			U

OKLAHOMA																	
 <b>BUSINESS PROFESSIONALS of AMERICA</b> Giving Purpose to Potential		Division \level for this event	# of chapter entries eligible for SLC	Online testing component/time allowed	Pre-Submit Component	Number advancing to SLC	Orientation, prep and wrap-up	Actual SLC testing/presentation time	Number of Judges utilized	Judges Questions (Min.)	May event be repeated	Are production standards used	May reference materials be used	Computer and printer provided by BPA	Color printing allowed	Bring own computer	# SLC winners eligible for NLC
DIGITAL COMMUNICATION & DESIGN																	
(400) Fundamental Desktop Publishing	S, PS	5	Y/30		20	20	90			Y	Y	Y	Y	Y			5
(405) Fundamentals of Web Design	S, PS	5	Y/30		20	20	90			Y	N	Y	Y	Y			5
(410) Graphic Design Promotion	S, PS	3	N	Y	12	3	6	2	5	Y	N	N	N	Y	*		3
(415) Digital Publishing	S, PS	5	Y/30		20	20	90			Y	Y	Y	Y	Y			5
(420) Digital Media Production	S, PS	3	N	Y	12	3	10	2	5	Y	N	N	N	Y	Y		3
(425) Computer Modeling	S	3	N	Y	12	3	10	2	5	Y	N	N	N		Y		3
(430) Video Production Team	S, PS	2	N	Y	12	3	10	2	5	Y	N	N	N	Y	Y		2
(435) Website Design Team	S, PS	2	N	Y	12	3	10	2	5	Y	N	N	N	Y	Y		2
(440) Computer Animation Team	S	2	N	Y	12	3	10	2	5	Y	N	N	N		Y		2
(445) Broadcast News Production Team	S	2	N	Y	12	3	10	2	5	Y	N	N	N		Y		2
(490) Digital Comm. & Design Concepts — OPEN	S, PS	U	Y/60							Y	N	N	N				U
MANAGEMENT, MARKETING & COMMUNICATION																	
(500) Global Marketing Team	S	2	N	Y	12	3	10	2	5	Y	N	N	N	Y	Y		2
(505) Entrepreneurship	S, PS	3	N	Y	12	3	5-7	2	5	Y	N	N	N	Y	Y		3
(510) Small Business Management Team	S, PS	1	N		U	8	30/10	2	10	Y	N	Y	N		Y		2
(515) Interview Skills	S, PS	1	N	Y	12		15	2		N	N	N	N				3
(520) Advanced Interview Skills	S, PS	1	N	Y	12		15	2		Y	N	N	N				3
(525) Extemporaneous Speech	S	1	N		U	10	2-4	2		Y	N	N	N				3
(530) Contemporary Issues	PS	1	N		U	10	3-5	2		Y	N	N	N				3
(535) Human Resource Management	S, PS	1	N		U	20	3-5	2	3	Y	N	Y	N				3
(540) Ethics & Professionalism	PS	2	N		U	20	5-7	2	3	Y	N	Y	N				3
(545) Prepared Speech	S, PS	2	N	Y	12	1	5-7	2		Y	N	Y	N				3
(550) Parliamentary Procedure Team	S	2	*		U	15	15	3	5	Y	N	Y	N				2
(555) Presentation Management Individual	S, PS	3	N	Y	12	3	7-10	2	5	Y	N	N	N				3
(560) Presentation Management Team	S, PS	2	N	Y	12	3	7-10	2	5	Y	N	N	N				2
(590) Business Meeting Mgmt Concepts — OPEN	S, PS	U	Y/60							Y	N	N	N				U
(591) Mgmt, Marketing & HR Concepts — OPEN	S, PS	U	Y/60							Y	N	N	N				U
(592) Parliamentary Procedure Concepts — OPEN	S, PS	U	Y/60							Y	N	N	N				U
(593) Project Management Concepts — OPEN	PS	U	Y/60							Y	N	N	N				U
(594) Digital Marketing Concepts — OPEN	S, PS	U	Y/60							Y	N	N	N				U

**\*see event guidelines for details**

## **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. The dates listed are **state deadlines**. Please be aware that states may require that additional contest materials be submitted prior to the state conference.

<b>Item</b>	<b>Deadline</b>	<b>Websites</b>
Administrative Support Research Project (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Advanced Interview Skills (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Broadcast News Production Team (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Computer Animation Team (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Computer Modeling (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Digital Media Production (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Economic Research Individual (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Economic Research Team (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Entrepreneurship (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Global Marketing Team (S)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Graphic Design Promotion (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Interview Skills (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Network Design Team (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Prepared Speech (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Presentation Management Individual (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Presentation Management Team (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Video Production Team (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Website Design Team (S   PS)	Submitted by 4:00 p.m. CST, Feb. 7, 2020	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
Virtual Events (ML   S   PS)	See individual event for specifications	<a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>
SLC Competitive Events Registration	Opens Jan. 6, 2020 Closes Feb. 7, 2020 @ 4:00 p.m. CST	<a href="https://www.registtermychapter.com/bpamem/">https://www.registtermychapter.com/bpamem/</a>

<b>Item</b>	<b>Deadline</b>	<b>Websites</b>
SLC Hotel Reservation Cancellation	TBA	See bpaok.org SLC for details
SLC Registration Refund Request	February 14, 2020	Email Paxton Cavin at Paxton.Cavin@careertech.ok.gov
Online State Testing	Opens Jan. 28, 2020 @ 8:00 a.m. CST Closes Feb. 11, 2020 @ 5:00 p.m. CST	
State Officer Candidate Application	January 31, 2020	Submit as outlined in the BPA State Officer Candidate Handbook
State Officer Candidate Screening	February 7, 2020	Oklahoma Department of CareerTech
Recognition Awards & Scholarships	February 5, 2020	See bpaok.org SLC for details
Oklahoma BPA Cares Awards	Submitted by Feb. 6, 2020	Submit as outlined in BPA Cares Handbook
Torch Award—Statesman	Submitted by Feb. 6, 2020	<a href="http://bpa.org/torch-awards/">http://bpa.org/torch-awards/</a>

### **FUTURE NLC SITES**

<b>Year</b>	<b>Location</b>	<b>Date</b>
2021	Orlando, FL	May 5-9
2022	Dallas, TX	May 4-8
2023	Anaheim, CA	April 26-30
2024	Chicago, IL	April 25-29

### **National Leadership**

#### **Conference**

**2020**

**National Harbor, MD  
(Washington, D.C. Area)**

# **OKLAHOMA BPA STATE PRE-SUBMISSION GUIDELINES2020 State Leadership Conference**

**Submission Deadline: February 7, 2020 by 4:00 p.m. Central Standard Time (CST)**

<b>Event</b>	<b>What to Submit at <a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a></b>	<b>Saved File Name</b>	<b>Bring to SLC</b>
<b>Finance (100's)</b>			
Economic Research Project - Individual (S) (155)	1) Research Paper - PDF format 2) Individual Entry Form - PDF format	Econ. Research Proj. Ind. Individual Entry Form	1 copy of Research Paper 1 copy of signed Individual Entry Form
Economic Research Project - Team (S) (160)	1) Research Paper - PDF format 2) Team Entry Form - PDF format	Econ. Research Proj. Team Team Entry Form	1 copy of Research Paper 1 copy of signed Team Entry Form
<b>Business Administration (200's)</b>			
Administrative Support Research Project (S) (260)	1) Research Paper - PDF format 2) Individual Entry Form - PDF format	Admin. Res. Proj. Ind. Individual Entry Form	1 copy of Research Paper 1 copy of signed Individual Entry Form
<b>Management Information System (300's)</b>			
Network Design Team (S   PS) (325)	1) Written proposal (Report Format) - PDF format 2) Team Entry Form - PDF format 3) Works Cited – PDF format	NDT Written Proposal Team Entry Form Works Cited	1 copy of Written Proposal 1 copy of signed Team Entry Form 1 copy of Works Cited
<b>Digital Communication &amp; Design (400's)</b>			
Graphic Design Promotion (S   PS) (410)	1) Flyer - PDF or JPG or PNG format 2) Logo - PDF or JPG or PNG format 3) Logo - 2"x2" pin size - PDF or JPG or PNG format 4) Individual Entry Form - PDF format 5) Works Cited – PDF format 6) Release Form(s)	Graphic Design Flyer Graphic Design Logo Graphic Design Pin Individual Entry Form Works Cited Release Forms	1 copy of Flyer 1 copy of 4x4 Logo 1 copy of 2x2 Logo 1 copy of signed Individual Entry Form 1 copy Works Cited
Digital Media Production (S   PS) (420)	1) Individual Entry Form, <b>including URL</b> to project, Works Cited, AND Release Form(s) in one combined PDF file.	Digital Media Forms	1 copy of signed Individual Entry Form 1 copy of Works Cited
Computer Modeling (S) (425)	1) Individual Entry Form, <b>including URL</b> to project, Works Cited AND Release Form(s) in one combined PDF file.	Computer Modeling Forms	1 copy of concept art/prototypes 1 copy of signed Individual Entry Form 1 copy of Works Cited
Video Production Team (S   PS) (430)	1) Team Entry Form, <b>including URL</b> to project, Works Cited AND Release Form(s) in one combined PDF file.	Video Production Forms	1 copy of signed Team Entry Form 1 copy of Works Cited



Event	What to Submit at <a href="http://www.bpa.org/submit">http://www.bpa.org/submit</a>	Saved File Name	Bring to Conference * Copies for BOTH preliminaries and finals
<b>Digital Communication &amp; Design (400's) (continued)</b>			
Website Design Team (S   PS) (435)	1) Team Entry Form, <b>including URL</b> to project (including any necessary login credentials, if necessary), Works Cited AND Release Form(s) in one combined PDF file.	Website Design Forms	1 copy of signed Team Entry Form 1 copy of Works Cited
Computer Animation Team (S) (440)	1) Team Entry Form, <b>including URL</b> to project components (final animation, storyboard, etc), Works Cited AND Release Form(s) in one combined PDF file.	Computer Animation Forms	1 copy of Storyboard 1 copy of signed Team Entry Form 1 copy of Works Cited
Broadcast News Production Team (S) (445)	1) Team Entry Form, <b>including URL</b> to project, Works Cited, Release Form(s) and Script in one combined PDF file.	Broadcast News Forms	1 copy of signed Team Entry Form 1 copy of Works Cited
<b>Management, Marketing &amp; Communication (500's)</b>			
Global Marketing Team (S) (500)	1) Marketing Plan, including Team Entry Form in one combined PDF file.	Global Marketing Team Plan	1 copy of Marketing Plan 1 copy of signed Team Entry Form
Entrepreneurship (S   PS) (505)	1) Business Plan, including Individual Entry, AND Works Cited in one combined PDF file.	Entrepreneurship Plan	1 copy of Business Plan 1 copy of signed Individual Entry Form 1 copy of Works Cited
Interview Skills (S   PS) (515)	1) Cover Letter - PDF format 2) Résumé - PDF format 3) Individual Entry Form - PDF format	Interview Cover Letter Interview Résumé Individual Entry Form	1 copy of Cover Letter 1 copy of Résumé 1 copy of signed Individual Entry Form
Advanced Interview Skills (S   PS) (520)	1) Cover Letter - PDF format 2) Résumé - PDF format 3) Individual Entry Form - PDF format	Adv. Interview Cover Letter Adv. Interview Résumé Individual Entry Form	1 copy of Cover Letter 1 copy of Résumé 1 copy of Portfolio ( <i>must not be left with judges</i> ) 1 copy of signed Individual Entry Form
Prepared Speech (S   PS) (545)	1) Individual Entry Form, <b>including URL</b> to presentation, Works Cited AND Speech Outline in one combined PDF file.	Prepared Speech	1 copy of signed Individual Entry Form 1 copy of Works Cited 1 copy of Speech Outline
Presentation Management Individual (555)	1) Individual Entry Form, <b>including URL</b> to presentation, Works Cited AND signed Release Form(s) in one combined PDF file.	Pres. Mgmt. Ind. Forms	1 copy of signed Individual Entry Form 1 copy of Works Cited Signed Release Forms
Presentation Management Team (560)	1) Team Entry Form, <b>including URL</b> to presentation, Works Cited AND signed Release Form(s) in one combined PDF file.	Pres. Mgmt. Team Forms	1 copy of signed Team Entry Form 1 copy of Works Cited Signed Release Forms



## **SLC 2020 COMPUTER SOFTWARE LIST**

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

<i><b>Event</b></i>	<i><b>Software Packages</b></i>
Administrative Support Team (S   PS) (255)	MS Office 2016
Advanced Office Systems & Procedures (S   PS) (225)	MS Office 2016
Advanced Spreadsheet Applications (S   PS) (235)	MS Excel 2016
Advanced Word Processing (S   PS) (210)	MS Office 2016
Basic Office Systems & Procedures (S   PS) (220)	MS Office 2016
Database Applications (S   PS) (240)	MS Access 2016
Digital Publishing (S   PS) (415)	Adobe InDesign® CC 2017, Adobe Illustrator® CC 2017, Adobe Photoshop® CC 2017
Fundamental Desktop Publishing (S   PS) (400)	MS Office 2016, MS Publisher 2016, Adobe InDesign® CC 2017, Adobe Photoshop® CC 2017
Fundamental Spreadsheet Applications (S   PS) (230)	MS Excel 2016
Fundamental Word Processing (S   PS) (200)	MS Office 2016
Fundamentals of Web Design (S   PS) (405)	Notepad
Integrated Office Applications (S   PS) (215)	MS Office 2016
Intermediate Word Processing (S   PS) (205)	MS Office 2016
Legal Office Procedures (S   PS) (245)	MS Office 2016
Medical Office Procedures (S   PS) (250)	MS Office 2016

**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. Printers are *not* needed for any programming contests in Management Information Systems.** Electrical power is provided. Carry-in and set-up of equipment must be done solely by the contestant(s), and must take place within the time allotted for orientation/warm-up.

Business Professionals of America assumes no responsibility for hardware/software provided by the 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. Portable media (flash drive, etc.), if needed, will be provided for contestants.

## **NLC 2020 REQUIRED Industry Certification Alignments**

*The following industry certifications are required and provided (free of charge) for all competitors competing at the national (**NOT STATE**) level in each competition listed below. The certification testing will count towards 100 points to the final score for each of the aligned BPA competitive events.*

- **Microsoft Office Specialist – MOS**

- **Microsoft Technology Associate - MTA**

<b>BPA Competitive Event Name</b>	<b>Industry Certification Offered by Certiport</b>
Advanced Spreadsheet Applications (S   PS) (235)	MOS Excel Exam 2016
Advanced Word Processing (S   PS) (210)	MOS Word Exam 2016
*Computer Network Technology (S   PS) (300)	MTA Networking Fundamentals
*Computer Security (S   PS) (320)	MTA Security Fundamentals
Database Applications (S   PS) (240)	MOS Access 2016
*Fundamentals of Web Design (S   PS) (405)	MTA Introduction to Programming Using HTML and CSS
Integrated Office Applications (S   PS) (215)	MOS PowerPoint 2016
*PC Servicing & Troubleshooting (S   PS) (305)	MTA Windows OS Fundamentals
*Server Administration Using Microsoft® (S   PS) (310)	MTA Networking Fundamentals
*Visual Basic/C# Programming (S   PS) (330)	MTA Software Development Fundamentals – VB Exam <b>OR</b> MTA Software Development Fundamentals C# Exam

**\*Note:** Contestants who have certified in the aligned Microsoft Technology Associate (MTA) exam may choose from one of the following two options:

1. The contestant will be given the opportunity to take another certification exam within the event subject area in place of the previously passed exam. If the contestant passes their chosen exam, they will receive 100 points towards the final score of the BPA competitive event. If the contestant fails their chosen exam they will receive zero (0) points towards the final score of the BPA competitive event.
2. The contestant may share their previously passed test scores with NLC staff. If this option is selected, the contestant will be required to login to their Certiport account and share the previously earned score at the time of sign in at NLC.

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

### **The Pathway to Certification Success**

Discover the one-stop, total learning solution for helping your students get certified and get noticed. Certiport's pathway to certification includes top-notch instructional materials, preparatory assessment exams, and performance-based testing. And now, for a limited time, new BPA customers may receive an additional 10% discount on the purchase of a new MOS Site License. New BPA customers must mention the redemption code, "BPA Partner" at the time of purchase. To learn more, visit [Certiport.com/BPA](http://Certiport.com/BPA) or contact Certiport for additional details. [www.certiport.com](http://www.certiport.com) 1.888.999.9830

### **Learn, Practice, Certify**

Think you have what it takes to reach the podium? Before anything else, preparation is the key to success. Reaching your goals this year at the National Leadership Conference has never been easier. Between now and April 1, 2020, BPA members may enjoy access to the industry's best certification test preparation materials for 25% OFF\*. Take advantage of amazing discount at <http://shop.certiport.com/> by using offer code "BPA25". To learn more, visit [www.certiport.com/BPA](http://www.certiport.com/BPA) or contact Certiport for additional details.

\*Offer applies to MOS, MTA & IC3 GMetrix Practice Tests. Available for U.S. only.


## NLC Parental Consent Form

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

A requirement is being implemented by Certiport – at the direction of Microsoft and Pearson VUE – regarding any and all MOS and MTA exams incorporated in to the Workplace Skills Assessment Program. All competitors (regardless of age) will be required to submit a signed [Parental Consent form](#) which must be on file with the National Center in order for scores to be released to BPA at NLC.

If there is no [Parental Consent form](#) on file with the National Center on or before May 1, 2020, contestant scores will *not* be released and students' overall scores will be drastically affected.

The [Parental Consent form](#) is located on page 29 and can be obtained as a PDF file on the [WSAP Download Center](#) webpage. This form must be on file with National Center for all contestants competing at the National Leadership Conference in one of the Certiport certification aligned events.



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

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

### Parent / Legal Guardian Consent Form

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

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

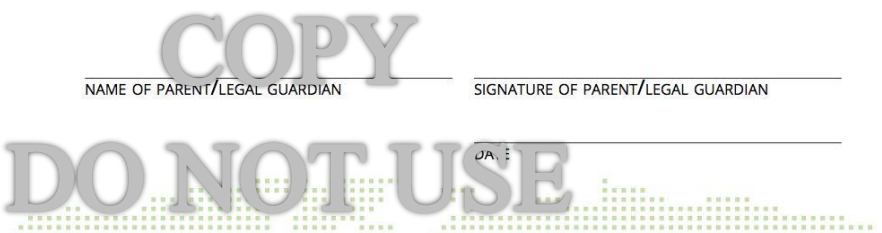
- A) Provide to Certiport, personal information, such as his or her, first and last name, street address, e-mail address, and demographic information ("Candidate Information"); and
- B) Agree to all of the terms and conditions contained on the Certiport website at [www.certiport.com](http://www.certiport.com)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

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

- 1) To allow the Certiport Candidate to take or retake any Certiport exam(s); and
- 2) That I have had an opportunity to review the Certiport terms and conditions and privacy policy available at [www.certiport.com](http://www.certiport.com), including, but not limited to, those provisions relating to testing; privacy policies; and the collection, processing, use and transmission to the United States of the Certiport Candidate's personally identifiable information and that I and the Certiport Candidate understand and agree to abide by these terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any of the Candidate's personal information to the Certiport exam sponsor(s), its authorized third parties and service providers, and others as may be necessary to prevent unlawful activities or as required by law; and
- 4) That the Certiport Candidate and I will comply with any of the Certiport testing rules and procedures.
- 5) To allow Certiport to disclose to Business Professionals of America (BPA) the Candidate's Name, City, State, and score should my Certiport Candidate be one of the top fifteen winners in MOS Word, PowerPoint and Excel at the BPA 2019 National Leadership Conference.

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

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



NAME OF PARENT/LEGAL GUARDIAN

SIGNATURE OF PARENT/LEGAL GUARDIAN



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

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

## Parent / Legal Guardian Consent Form

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

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

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

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

- 1) To allow the Certiport Candidate to take or retake any Certiport exam(s); and
- 2) That I have had an opportunity to review the Certiport terms and conditions and privacy policy available at [www.certiport.com](http://www.certiport.com), including, but not limited to, those provisions relating to testing; privacy policies; and the collection, processing, use and transmission to the United States of the Certiport Candidate's personally identifiable information and that I and the Certiport Candidate understand and agree to abide by these terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any of the Candidate's personal information to the Certiport exam sponsor(s), its authorized third parties and service providers, and others as may be necessary to prevent unlawful activities or as required by law; and
- 4) That the Certiport Candidate and I will comply with any of the Certiport testing rules and procedures.
- 5) To allow Certiport to disclose to Business Professionals of America (BPA) the Candidate's Name, City, State, and score should my Certiport Candidate be one of the top fifteen winners in MOS Word, PowerPoint and Excel at the BPA 2020 National Leadership Conference.

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

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

\_\_\_\_\_  
NAME OF PARENT/LEGAL GUARDIAN

\_\_\_\_\_  
SIGNATURE OF PARENT/LEGAL GUARDIAN

\_\_\_\_\_  
DATE



## **NLC 2020 RECOMMENDED (NOT REQUIRED) Industry Certifications**

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

<b>WSAP Competitive Event</b>	<b>Precision Exams Certification (Recommended)</b>
(100) Fundamental Accounting (S) (105) College Accounting (PS)	PE Accounting I (210)
(110) Advanced Accounting (S) (115) Advanced College Accounting (PS)	PE Accounting II (212)
(145) Banking & Finance (S   PS)	PE Banking & Finance (235)
(155) Economic Research Individual (S) (160) Economic Research Team (S)	PE Economics (450)
(165) Personal Financial Management (S   PS)	PE Business Mathematics and Personal Finance (236)
(205) Intermediate Word Processing (S   PS)	PE Word Processing (262)
(215) Integrated Office Applications (S   PS)	PE Business Office Specialist (252)
(250) Medical Office Procedures (S   PS)	PE Medical Assistant: Medical Office Management (712)
(265) Business Law & Ethics (S   PS)	PE Business Law (240)
(300) Computer Network Technology (S   PS)	PE Network Fundamentals (888)
(305) PC Servicing & Troubleshooting (S   PS)	PE Computer Maintenance and Repair (884)
(330) Visual Basic/C# Programming (S   PS)	PE Computer Programming II (C#) (832)
(335) C++ Programming (S   PS)	PE Computer Programming II (C++) (830)
(340) Java Programming (S   PS)	PE Computer Programming II (Java) (835)
(400) Fundamental Desktop Publishing (S   PS)	PE Desktop Publishing I (248)
(410) Graphic Design Promotion (S   PS)	PE Design and Visual Communication (530)
(415) Digital Publishing (S   PS)	PE Desktop Publishing II (249)
(420) Digital Media Production (S   PS)	PE Digital Media IB (811)
(425) Computer Modeling (S)	PE 3D Graphics (819)
(430) Video Production Team (S   PS)	PE Video Production I (592)
(435) Website Design Team (S   PS)	PE Business Web Page Design (254)
(440) Computer Animation Team (S)	PE Animation (819)
(445) Broadcast News Production Team (S)	PE Television Production I (590)
(505) Entrepreneurship (S   PS)	PE Entrepreneurship (451)
(510) Small Business Management Team (S   PS)	PE Business Management (230)
(515) Interview Skills (S   PS) (520) Advanced Interview Skills (S   PS)	PE Preparing for College and Career (1003)
(525) Extemporaneous Speech (S) (530) Contemporary Issues (PS) (545) Prepared Speech (S   PS) (555) Presentation Management Individual (S   PS) (560) Presentation Management Team (S   PS)	PE Business Communication I (220)

## **ALPHABETICAL LISTING OF WORKPLACE SKILLS ASSESSMENTS**

Administrative Support Concepts-Open Event (S | PS) (290)  
Administrative Support Research Project (S) (260)  
Administrative Support Team (S | PS) (255)  
Advanced Accounting (S) (110)  
Advanced College Accounting (PS) (115)  
Advanced Interview Skills (S | PS) (520)  
Advanced Office Systems & Procedures (S | PS) (225)  
Advanced Spreadsheet Applications (S | PS) (235)  
Advanced Word Processing (S | PS) (210)  
Banking & Finance (S | PS) (145)  
Basic Office Systems & Procedures (S | PS) (220)  
Broadcast News Production Team (S) (445)  
Business Law & Ethics (S | PS) (265)  
Business Meeting Management Concepts –  
    Open Event (S | PS) (590)  
C++ Programming (S | PS) (335)  
College Accounting (PS) (105)  
College Payroll Accounting (PS) (130)  
Computer Animation Team (S) (440)  
Computer Modeling (S) (425)  
Computer Network Technology (S | PS) (300)  
Computer Programming Concepts-Open Event (S | PS) (390)  
Computer Security (S | PS) (320)  
Contemporary Issues (PS) (530)  
Cybersecurity/Digital Forensics (ML | S | PS) (V07)  
Database Applications (S | PS) (240)  
Digital Communication & Design Concepts –  
    Open Event (S | PS) (490)  
Digital Marketing Concepts-Open Event (S | PS) (594)  
Digital Media Production (S | PS) (420)  
Digital Publishing (S | PS) (415)  
Economic Research Individual (S) (155)  
Economic Research Team (S) (160)  
Entrepreneurship (S | PS) (505)  
Ethics & Professionalism (PS) (540)  
Extemporaneous Speech (S) (525)  
Federal Income Tax Accounting (PS) (140)  
Financial Analyst Team (S | PS) (150)  
Financial Math & Analysis Concepts-Open Event (S | PS) (190)  
Financial Portfolio Management Team-Pilot (ML | S | PS) (V09)  
Fundamental Accounting (S) (100)  
Fundamental Desktop Publishing (S | PS) (400)  
Fundamental Spreadsheet Applications (S | PS) (230)  
Fundamental Word Processing (S | PS) (200)  
Fundamentals of Web Design (S | PS) (405)  
Global Marketing Team (S) (500)  
Graphic Design Promotion (S | PS) (410)  
Human Resource Management (S | PS) (535)  
ICD-10-CM Diagnostic Coding (S | PS) (270)  
Information Technology Concepts-Open Event (S | PS) (391)  
Integrated Office Applications (S | PS) (215)  
Intermediate Word Processing (S | PS) (205)  
Interview Skills (S | PS) (515)  
Java Programming (S | PS) (340)  
Legal Office Procedures (S | PS) (245)  
Linux Operating System Fundamentals–Pilot (S | PS) (350)  
Management, Marketing, & Human Resources Concepts  
    Open Event (S | PS) (591)  
Managerial Accounting (PS) (135)  
Medical Office Procedures (S | PS) (250)  
Mobile Applications (ML | S | PS) (V05)  
Network Administration Using Cisco® (S | PS) (315)  
Network Design Team (S | PS) (325)  
Parliamentary Procedure Concepts-Open Event (S | PS) (592)  
Parliamentary Procedure Team (S) (550)  
Payroll Accounting (S) (125)  
PC Servicing & Troubleshooting (S | PS) (305)  
Personal Financial Management (S | PS) (165)  
Prepared Speech (S | PS) (545)  
Presentation Management Individual (S | PS) (555)  
Presentation Management Team (S | PS) (560)  
Project Management Concepts – Open Event (PS) (593)  
Promotional Photography (ML | S | PS) (V06)  
Server Administration Using Microsoft® (S | PS) (310)  
Small Business Management Team (S | PS) (510)  
Software Engineering Team (ML | S | PS) (V03)  
SQL Database Fundamentals (S | PS) (345)  
Start-up Enterprise Team (ML | S | PS) (V08)  
Video Production Team (S | PS) (430)  
Visual Basic/C# Programming (S | PS) (330)  
Virtual Multimedia and Promotion Ind. (ML | S | PS) (V01)  
Virtual Multimedia and Promotion Team (ML | S | PS) (V02)  
Web Application Team (ML | S | PS) (V04)  
Website Design Team (S | PS) (435)



## 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)

# FINANCE EVENTS

- (100) [Fundamental Accounting \(S\)](#)
- (105) [College Accounting \(PS\)](#)
- (110) [Advanced Accounting \(S\)](#)
- (115) [Advanced College Accounting \(PS\)](#)
- (125) [Payroll Accounting \(S\)](#)
- (130) [College Payroll Accounting \(PS\)](#)
- (135) [Managerial Accounting \(PS\)](#)
- (140) [Federal Income Tax Accounting \(PS\)](#)
- (145) [Banking & Finance \(S | PS\)](#)
- (150) [Financial Analyst Team \(S | PS\)](#)
- (155) [Economic Research Individual \(S\)](#)
- (160) [Economic Research Team \(S\)](#)
- (165) [Personal Financial Management \(S | PS\)](#)
- (190) [Financial Math & Analysis Concepts — Open Event \(S | PS\)](#)



## **(100) Fundamental Accounting (S)**

### **Description**

Assessment of entry-level accounting principles utilizing manual procedures. Contestants analyze, journalize, post transactions and prepare financial reports/statements.

### **Eligibility**

Contestant may *not* enter Fundamental Accounting and Advanced Accounting in the same year. This event may *not* be repeated.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

**Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

**Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

**Entries**

Each chapter is allowed five (5) entries

## **(105) College Accounting (PS)**

### **Description**

Assessment of entry-level basic accounting principles utilizing manual procedures. Contestants analyze, journalize, and update accounts in order to prepare financial reports/statements.

### **Eligibility**

Contestant may *not* enter College Accounting and Advanced College Accounting in the same year. This event may *not* be repeated.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

- Differentiate between forms of business ownership
- Complete and explain the purpose of the various steps in the accounting cycle
- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Define accounting terms and concepts, and explain the purpose of the accounting system
- Demonstrate an understanding of the accounting equation
- Prepare, interpret, and analyze financial statements and reports for service and merchandising businesses
- Analyze transactions affecting assets, liabilities, owner's equity, revenues, expenses and dividends
- Record transactions in general journals
- Post from journals to general and subsidiary ledgers
- Prepare a trial balance
- Prepare schedules for subsidiary ledgers
- Open and replenish a petty cash fund and journalize transactions
- Reconcile a bank statement
- Calculate and record end-of-period adjustments
- Differentiate between a service and a merchandising business
- Prepare inventory records using the perpetual inventory method
- Analyze transactions relating to the purchase and sale of merchandise
- Determine and record uncollectible accounts receivable
- Determine interest and maturity value of a promissory note
- Prepare financial statements
- Journalize closing entries
- Prepare a post-closing trial balance
- Calculate and interpret financial ratios
- Calculate inventory valuation using various methods

**Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

**Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

**Entries**

Each chapter is allowed five (5) entries

## **(110) Advanced Accounting (S)**

### **Description**

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

### **Eligibility**

Any secondary student member may enter this event. Contestant may *not* enter Fundamental Accounting and Advanced Accounting in the same year.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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### **Competencies**

- Complete and explain the purpose of the various steps in the accounting cycle
- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Apply accounting concepts for a service and/or merchandising concern
- Apply accounting concepts for sole proprietorships, partnerships and corporations
- Prepare, interpret, and analyze financial statements for service and merchandising businesses
- Analyze and record cash and accounts receivable and payable transactions
- Process payroll data and prepare basic payroll tax reports
- Determine and record uncollectible accounts receivable
- Determine interest and maturity value of a promissory note
- Calculate inventories using common methods
- Distinguish between short- and long-term liabilities, and current and plant assets
- Analyze and record current and long-term liability transactions
- Calculate and analyze depreciation of plant assets using various methods
- Record adjusting entries for accruals depreciation and pre-pays (deferrals)
- Analyze and record equity transactions for various forms of business ownership
- Analyze and record debt transactions for various forms of business ownership
- Generate interim and end-of-period financial statements, reports and schedules
- Analyze financial statements through ratio and other measurement procedures
- Implement procedures including revenue, costs, and income statements for departmental accounting

**Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

**Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

**Entries**

Each chapter is allowed five (5) entries

## **(115) Advanced College Accounting (PS)**

### **Description**

Interpret and analyze sole proprietorships, partnerships, and corporate financial accounting data using manual methods.

### **Eligibility**

Any post-secondary student member may enter this event. Contestant may *not* enter College Accounting and Advanced College Accounting in the same year.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

- Complete and explain the purpose of the various steps in the accounting cycle
- Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and owner's equity
- Calculate and record payables and receivables
- Prepare, interpret, and analyze financial statements for service and merchandising businesses
- Analyze and record cash and accounts receivable transactions
- Determine and record uncollectible accounts receivable
- Calculate inventories using common methods
- Distinguish between short- and long-term liabilities
- Analyze and record current liability transactions
- Record adjusting entries for accruals depreciation and pre-pays (deferrals)
- Disposal of fixed assets and the systematic depreciation, depletion, and amortization of long-term assets.
- Analyze and record equity transactions for various forms of business ownership and record
- Generate interim and end-of-period financial statements, reports and schedules
- Analyze financial statements through ratio and other measurement procedures
- Implement procedures including revenue, costs, and income statements for departmental accounting
- Apply accounting concepts for a service and/or merchandising concern
- Apply accounting concepts for sole proprietorships, partnerships and corporations
- Construction of long-term assets and cost analyzation.
- Determine interest and maturity value of a promissory note

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(125) Payroll Accounting (S)**

### **Description**

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

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

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

### **Eligibility**

Any secondary student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries



## **(130) College Payroll Accounting (PS)**

### **Description**

Process payroll data using manual payroll procedures. Contestants calculate gross earnings, complete payroll register, post employee records, and prepare payroll income tax forms.

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

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

### **Eligibility**

Any post-secondary student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

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

Published and/or unpublished non-electronic written reference materials

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### **Competencies**

- Apply generally accepted accounting principles (GAAP)
- Apply appropriate accounting principles to payroll and income taxation
- Complete new employee personnel forms
- Apply various methods used to determine gross earnings
- Explain the purpose of withholdings and other deductions
- Calculate hourly, piece rate, salaried, commission, and salary/commission earnings
- Calculate employee's payroll taxes including local, state, and federal income taxes, Social Security, Medicare, and other payroll deductions to determine net pay
- Create and maintain employee earnings records and payroll reports
- Calculate employer's payroll taxes as well as other employee benefits paid by the employer
- Identify laws and regulations relating to payroll and human resources procedures
- Journalize and post transactions associated with payroll activities
- Analyze and complete IRS tax forms
- Calculate tax liabilities and payment
- Determine tax liabilities using earnings cap limits

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(135) Managerial Accounting (PS)**

### **Description**

Focus on strategic decision-making related to cost analysis and cost management.

### **Eligibility**

Any post-secondary student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

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

Published and/or unpublished non-electronic written reference materials

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### **Competencies**

- Differentiate between managerial and financial accounting
- Define materials, factory labor, and factory overhead costs
- Prepare entries for Job Order and Process Costing Systems
- Calculate partially completed units under the FIFO or Weighted Average method
- Prepare a Production Cost Report
- Classify costs by behavior
- Calculate break-even and target profit
- Prepare a variable costing Income Statement
- Prepare an absorption costing Income Statement
- Describe and prepare the basic types of budgets
- Describe standard costing and variances
- Calculate price, labor and overhead variances
- Describe responsibility accounting
- Use differential analysis for making decisions
- Determine selling price, total cost, and product cost using variable cost concepts
- Explain capital investment analysis
- Apply methods for allocating overhead

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(140) Federal Income Tax Accounting (PS)**

### **Description**

Contestants will demonstrate knowledge of the Internal Revenue Code as presented by the Department of the Treasury. Students should refer to the 2018 tax code for this event.

The ability to interpret the material available at the [www.irs.gov](http://www.irs.gov) website for specific treatment of tax issues would be advised.

### **Eligibility**

Any post-secondary student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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### **Competencies**

- Categorize filing status of taxpayers
- Determine personal and dependency exemptions
- Calculate Adjusted Gross Income (AGI) as determined by all taxable and non-taxable items and associated IRS Schedules and allowable deductions
- Calculate standard deduction including additional amounts and itemization as allowed by IRS regulations
- Calculate allowable exemption amount as allowed by IRS regulations
- Determine eligible credit usage and most advantageous tax usage of credits within the guidelines of IRS regulations
- Calculate tax refund or liability by use of the IRS regulations
- Perform calculation and allowable entries on any individual or sole proprietorship tax return as allowed by IRS regulations
- Determine EIC amounts
- Determine taxable income
- Fixed asset depreciation

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(145) Banking & Finance (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

### **Entries**

Each chapter is allowed five (5) entries

## **(150) Financial Analyst Team (S | PS)**

### **Description**

Use analytical and problem-solving skills to make decisions and recommendations using financial reports, both internal and external. The team analyzes and interprets reports from a business case study. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

### **Eligibility**

Any student member may enter this event. A team will consist of 2-4 members. At least one (1) member should have an accounting background. Contestants participating in state 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.

### **Team must supply**

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

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

### **Competencies**

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

### **Specifications**

- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [\*Style & Reference Manual\*](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- All materials other than the required submission may *not* be left with judges.

- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- One (1) copy of the [Team Entry Form](#), including signatures, must be presented at SLC at both the Preliminary and Final Competition (if needed based on the number of registered teams).
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Cell phones may *not* be used in the preparation room.

### **Initial Case Study Topic:**

Lynn's Kids first opened in 1998 as a single-store children's clothing boutique in Northampton, Massachusetts. Over the past 22 years, Lynn's Kids has incorporated into a small, private corporation, and expanded to Westborough in 2001 and Boston in 2014.

While sales have remained steady since opening their most recent store, profits have fallen in recent years, and Lynn is concerned that she might have to close her business. Lynn's long-time bookkeeper, Scott, has compiled her financial data for the last five years. Lynn took out a mortgage to buy her first store in 1988, but her other two stores are leased. Lease payments make up 30% of the total operating expenses, with the lease on the Boston location comprising 80% of the total lease payments. Each store has one full-time manager, who makes \$50,000 a year, and the rest of the employees are part-time. The part-time wages constitute a total of 20% of the operating expenses, with the Boston store using 50% of the wages and the other two stores being even. Lynn pays herself a salary of \$100,000 for being the CEO, but she is considering reducing that amount if it means she can save her business. Two years ago Lynn increased her advertising expenses to \$80,000 to try to increase sales, with the 70% of her advertising efforts being focused on the Boston store (20% of advertising is spent on the Westborough store and the remainder on the Northampton store). The remainder of the operating expenses are used to cover insurance, utilities, and other miscellaneous items (these expenses are split in a 30/30/40 split between the 3 stores, with Boston having the highest insurance rate).

Lynn took out a ten-year note to open to Boston store, and she's concerned that sales have not grown enough to cover the loan payments. Lynn has resorted to using the line of credit from her bank to help pay the bills. Between the three stores, the original store in Northampton continues to have the most sales, comprising 42% of the total sales. The Westborough store has the lowest sales, comprising only 28% of the total sales.

Lynn is asking for your advice. She would like to save her business, but isn't sure if maybe she should close all of her stores, close some of her stores, or start selling her clothes online. Please compile Lynn's financial statements for the past five years (assume a 30% corporate tax rate), and prepare your analysis and presentation for the Board of Directors of Lynn's Kids.

Lynn's Kids					
Trial Balance					
	2019	2018	2017	2016	2015
Cash	39,454	58,634	87,716	90,740	62,667
Inventory	112,832	99,795	87,495	79,935	81,212
Prepaid Expenses	6,336	6,223	7,801	7,341	5,532
Building	219,377	219,377	219,377	219,377	219,377
Accumulated Depreciation-Building	91,388	86,588	81,788	76,988	72,188
Equipment & Store Fixtures	121,091	121,091	121,091	121,091	121,091
Accumulated Depreciation—Equipment	54,491	46,591	38,691	30,791	22,891
Accounts Payable	10,866	8,234	10,959	9,133	7,027
Line of Credit	160,199	110,820	75,643	40,021	16,418
Other Current Liabilities	9,281	8,379	10,303	9,443	9,427
Mortgage	105,000	114,000	122,500	130,500	138,000
Notes Payable	79,457	90,320	100,552	110,189	120,000
Common Stock	50,800	50,800	50,800	50,800	50,800
Dividends	0	0	0	0	0
Retained Earnings (January 1, 2015)					28,293
Sales	1,584,606	1,578,476	1,597,176	1,634,993	1,564,171
Cost of Goods Sold	752,758	753,861	762,877	790,298	725,251
Operating Expenses	847,638	835,093	831,116	798,354	763,634
Interest Expense	35,990	32,378	31,558	35,640	39,807

A team will be *disqualified* for violations of the [Copyright and Fair Use Guidelines](#).

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

### Method of evaluation

Judge's Scoring Rubric

### Length of event

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

### Equipment/supplies provided

Case problem

### Preparation room

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

**Contest presentation**

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

**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.**



## (150) Financial Analyst Team (S | PS)

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

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

### Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of financial concepts	1-5	6-10	11-15	16-20	
Analysis of data	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site*	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

**(150) Financial Analyst Team (S | PS)**

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

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

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.	<b>Possible Points</b>	<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy). <i>Must have copies for preliminaries and finals (if final round is necessary based on total number of registered teams).</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 170**

**PRESENTATION WILL BE STOPPED AT TEN MINUTES**

## **(155) Economic Research Individual (S)**

### **Description**

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

### **Eligibility**

Any student member may enter this event. Each contestant may submit only one (1) 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**

A student loan is a type of loan provided by the United States government or other private financial institutions to students and/or their parents who need help financing higher education. It is being said that student loan debt in this country is nearing crisis proportions. Write a research paper that addresses whether this statement is supported by evidence. Your paper should include the following but is not limited to just these bullets.

- Discuss the advantages and disadvantages of the current student loan system.
- What do financial planners recommend as a level of debt for higher education?
- How do college majors play into the ability to repay student loan debt?
- What is the economic impact of student loan debt on a person's future?
- Address what actions, if any, the federal government should take to protect students.
- What is the impact of student loan debt on the economic well-being of the United States?

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

### **Contestant must supply**

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

Digital presentation tools (no videos will be allowed) (optional)

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

Contestants 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 contestant and must take place within the time allotted

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

### Competencies

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

### Specifications

- This is a pre-submitted event. See instructions for submissions.
- The completed research paper (including Works Cited) and an [Individual Entry Form](#) must be uploaded at <http://www.bpa.org/submit> in PDF format no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline *cannot* be accepted.
- The research paper must follow the Report format located in the [Style & Reference Manual](#). (Note: no title page is required.) Header information on the first page of the report should be as follows: Contestant ID Number (Sender's ID Number – XX-XXXX-XXXX), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are *not* included in the seven pages; however, any graphs, tables or charts included will be included in the seven-page limit. Judges will *not* read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the contestant's own research, writing, and original thinking.
- Contestant may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.
- The research paper and entry form must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include word-processed Works Cited page(s) which follows the [Style & Reference Manual](#) format.
- One (1) copy of the completed research paper (including Works Cited), and the [Individual Entry Form](#), including signatures, must be submitted at the time of the presentation at SLC.
- The length of the presentation will be no more than seven (7) minute, followed by no more than five (5) minutes of judges' questions.
- Notes or note cards may be used.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

**Method of evaluation**

Technical Scoring Rubric (top 12 will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 based on pre-judged Technical Scoring)

**Length of event**

No more than three (3) minutes set-up time

No more than seven (7) minutes presentation time

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

Finals may be included at the national level

**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.**

## (155) Economic Research Individual (S)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Individual Entry Form</a> – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission)</li><li>Research Paper – PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Comprehension of Topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and Expansion of Ideas</b> Argument follows logical progression	1-5	6-10	11-15	16-20	
<b>Introduction/Summary</b> Logical argument, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality, inventiveness	1-5	6-10	11-15	16-20	
<b>Writing Skills</b> Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>Overall Effectiveness of Research</b>	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (130 points maximum)</b>					

## (155) Economic Research Individual (S)

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

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

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

### **Specification Points Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than seven (7) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy) and Research Paper (1 copy) <i>Must have copies for SLC presentation</i>	10	
Word-processed research paper and Works Cited page(s) followed the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 240**

**PRESENTATION WILL BE STOPPED AT SEVEN MINUTES**

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

### **Description**

One economic research topic is selected by the National Center and provided at the beginning of the school year. The team will conduct research on the topic and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC ONLY; all contestants passing this component will receive a certification regardless of their overall event placement.* The certification offered will be the Economics Precision Exams Certification. This certification will be optional. For more information on the exam, visit:

<https://www.precisionexams.com/exams/finance/>

### **Eligibility**

Any student member may enter this team event. A team will consist of 2-4 members. Each team may submit only one (1) research paper. Contestants participating in state 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**

Economic poverty is measured in several ways, most commonly in regard to income levels. The idea of providing a Guaranteed Annual Income (GAI) to all in the United States would aim to alleviate poverty especially as it relates to that caused by unemployment, underemployment, lack of educational opportunity, or any other impediment. Those in favor of such action would cite the great human need as a reason for guaranteeing an annual income to all. Those opposed would cite the cost of such a program and its unforeseen consequences.

Research the concept of Guaranteed Annual Income as to whether it would be an effective solution to economic poverty. Your research may include but is not limited to:

- Is the concept of GAI new? Is it being implemented anywhere in the world? If so, how successful has it been?
- What factors might drive the United States to adopt GAI?
- How would the amount of the GAI be determined per person or household?
- What federal programs might be eliminated with the adoption of GAI?
- What would be the effect of a GAI on education and incentive to work?
- What would be the economic and social impact of GAI on individuals and businesses?
- What would be the economic impact on state and local governments?
- How would a GAI program be funded?

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

### **Team must supply**

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

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

## Competencies

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

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- The completed research paper (including Works Cited) and a [Team Entry Form](http://www.bpa.org/submit) must be submitted at <http://www.bpa.org/submit> in PDF format no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Only one (1) team members should complete the submission.
- Materials from non-registered contestants, those missing chapter number and/or projects received after the deadline *cannot* be accepted.
- No changes can be made to the paper after the date of submission.
- The research paper must follow the Report format located in the [Style & Reference Manual](#). (Note: no title page is required.) Header information on the first page of the report should be as follows: Contestant ID Number (Only one Sender's ID – XX-XXXX-XXXX), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are not included in the seven pages; however, any graphs, tables or charts included will be included in the seven-page limit. Judges will not read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the team's own research, writing, and original thinking.
- Team may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation must provide their own equipment.
- The research paper and entry form must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include a word-processed Works Cited page(s) which follows the [Style & Reference Manual](#) format.

- One (1) copy of the completed research paper (including Works Cited), and [Team Entry Form](#), including signatures, must be submitted at the time of presentation at SLC.
- The length of the presentation will be no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

### **Method of evaluation**

Technical Scoring Rubric (top 12 teams will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 teams based on pre-judged Technical Scoring Rubric)

### **Length of event**

No more than three (3) minutes set-up time

No more than seven (7) minutes presentation time

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

Finals may be included at the national level

### **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.**

## (160) Economic Research Team (S)

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

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

### Technical Scoring Rubric

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

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Team Entry Form</a> – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission)</li><li>Research Paper – PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Comprehension of Topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and Expansion of Ideas</b> Argument follows logical progression	1-5	6-10	11-15	16-20	
<b>Introduction/Summary</b> Logical argument, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality, inventiveness	1-5	6-10	11-15	16-20	
<b>Writing Skills</b> Correct grammar, spelling, punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>Overall Effectiveness of Research</b>	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (130 points maximum)</b>					

## (160) Economic Research Team (S)

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

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

### **Presentation Scoring Rubric**

<b>Evaluation of Oral Presentation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

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

### **Specification Points Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than seven (7) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy) and Research Paper (1 copy) <i>Must have copies for SLC presentation</i>	10	
All registered team members in attendance for entire event	10	
Word-processed research paper and Works Cited page(s) followed the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 250**

**PRESENTATION WILL BE STOPPED AT SEVEN MINUTES**

## **(165) Personal Financial Management (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test).

### **Entries**

Each chapter is allowed five (5) entries

## **(190) Financial Math & Analysis Concepts – Open Event**

### **Description**

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

### **Eligibility**

Any student 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 knowledge of business and finance math concepts
- Solve addition, subtraction, multiplication, and division problems
- Apply mathematical reasoning skills to consumer and work-related problems
- Calculate averages, simple ratios, and proportions using whole numbers and decimals
- Read and interpret simple graphs and charts to solve problems
- Perform financial computations related to payroll, interest, and invoicing
- Analyze and solve practical consumer word problems related to spending concepts, banking, taxes, investments, financial planning, notes and discounting
- Solve mark-up/mark-down problems, find selling price and calculate gross profit
- Solve problems with the time value of money
- Perform computations related to depreciation and inventories

### **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**

# BUSINESS ADMINISTRATION EVENTS

- (200) [Fundamental Word Processing \(S | PS\)](#)
- (205) [Intermediate Word Processing \(S | PS\)](#)
- (210) [Advanced Word Processing \(S | PS\)](#)
- (215) [Integrated Office Applications \(S | PS\)](#)
- (220) [Basic Office Systems & Procedures \(S | PS\)](#)
- (225) [Advanced Office Systems & Procedures \(S | PS\)](#)
- (230) [Fundamental Spreadsheet Applications \(S | PS\)](#)
- (235) [Advanced Spreadsheet Applications \(S | PS\)](#)
- (240) [Database Applications \(S | PS\)](#)
- (245) [Legal Office Procedures \(S | PS\)](#)
- (250) [Medical Office Procedures \(S | PS\)](#)
- (255) [Administrative Support Team \(S | PS\)](#)
- (260) [Administrative Support Research Project \(S\)](#)
- (265) [Business Law & Ethics \(S | PS\)](#)
- (270) [ICD-10-CM Diagnostic Coding \(S | PS\)](#)
- (290) [Administrative Support Concepts — Open \(S | PS\)](#)

## **(200) Fundamental Word Processing (S | PS)**

### **Description**

Evaluate entry-level skills in keyboarding and document production.

### **Eligibility**

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

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

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

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 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
- Revise, edit, and spell-check documents
- Use paragraph formatting, tab settings, and text enhancements (e.g., bold, italics, underline)
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, reference manual, dictionary)

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries



## **(205) Intermediate Word Processing (S | PS)**

### **Description**

Evaluate intermediate skills in word processing and document production.

### **Eligibility**

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

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 intermediate-level keyboarding and word processing skills to produce business documents
- Demonstrate basic knowledge of word processing software functions, including formatting and keying text in columns
- Create and format tables; format and key letters, memos, news releases, agendas, itineraries and reports
- Insert graphics and special characters in documents
- Use paragraph formatting, tab settings and text enhancements
- Proofread using edited copy
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(210) Advanced Word Processing (S | PS)**

### **Description**

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

### **Eligibility**

Student members may compete in only one of the following events each year: Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing. This event may be repeated.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 advanced-level keyboarding and word processing skills to produce business documents
- Demonstrate comprehensive knowledge of word processing software functions
- Format and key letters, memos, reports, agendas, itineraries, labels, minutes, news releases, outlines, speeches, table of contents and works cited documents
- Proofread and correct documents using edited copy
- Create tables with mathematical computations
- Generate a mail merge using variable data
- Insert graphics and special characters in documents
- Format and key text in columns
- Use of fields in documents
- Use of advanced headers and footers
- Enhance documents using features such as leader tabs, shading, lines, borders and graphic tools
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(215) Integrated Office Applications (S | PS)**

### **Description**

Evaluate advanced-level skills in information technologies and the integration of software applications.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of advanced word processing software functions
- Demonstrate proficiency in the integration of various software applications
- Apply advanced-level technical skills to manage information and produce business documents
- Use word processing software
- Use spreadsheet software
- Use database software
- Use presentation software
- Proofread and correct documents using edited copy
- Integrate word processing, presentation, database, and/or spreadsheet files to produce business documents

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(220) Basic Office Systems & Procedures (S | PS)**

### **Description**

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

### **Eligibility**

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

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of office procedures, records and file management, and office technologies
- Apply technical skills to manage information and produce business documents
- Proofread using edited copy
- Prepare written telephone messages
- Provide customer support and service
- Compose business correspondence
- Key various business documents
- Create and format tables
- Prepare and maintain inventory of equipment and supplies
- Schedule and maintain appointments for supervisors
- Coordinate travel arrangements
- Maintain filing systems including alphabetical, subject, numerical, and chronological using ARMA rules
- Process mail

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(225) Advanced Office Systems & Procedures (S | PS)**

### **Description**

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

### **Eligibility**

Student members may *not* compete in Basic Office Systems & Procedures and Advanced Office Systems & Procedures in the same year. Contestants may *not* compete in Basic Office Systems & Procedures after competing in the Advanced Office Systems & Procedures event. This event may be repeated.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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
- Identify functions of the office manager in coordinating administrative support staff
- Demonstrate knowledge of administrative procedures, records and file management, and office technologies
- Compose business correspondence
- Key documents with mail merge
- Proofread using edited copy
- Create and format tables
- Create and edit a database
- Create and edit slides using presentation software
- Schedule administrative support staff and organize workload distribution
- Prepare travel expense reports and coordinate travel for supervisors
- Plan meetings and events

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(230) Fundamental Spreadsheet Applications (S | PS)**

### **Description**

Create and design spreadsheet applications that include variables, reports, and formats. Contestants enter and format data, enter and copy formulas, and print full documents or cell contents.

### **Eligibility**

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

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

- Create and format cells, worksheets and workbooks
- Analyze, enter and edit data in cells, worksheets and workbooks
- Analyze, create and modify charts from data
- Create formulas appropriate for the task at hand
- Display formulas
- Modify print options

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(235) Advanced Spreadsheet Applications (S | PS)**

### **Description**

Develop effective solutions to business problems using many of the advanced features within the Microsoft® Excel skill standards.

### **Eligibility**

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

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

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

Published and/or unpublished non-electronic written reference materials

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

- Import and export data
- Format, manage and customize Excel workbooks
- Define and work with ranges
- Create and use macros
- Audit worksheets
- Summarize data
- Demonstrate an understanding of workgroup collaboration
- Utilize formula auditors
- Utilize advanced charting and formula creation
- Create advanced formulas

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

Flash drive

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(240) Database Applications (S | PS)**

### **Description**

Demonstrate database development skills to include: object creation, data analysis, formula creation, and reporting features used in a variety of database scenarios.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of general computer concepts
- Apply relational database concepts (joining tables for report information)
- Demonstrate knowledge and understanding of database management
- Utilize database management software
- Create and format databases including defining fields
- Demonstrate text and data manipulation
- Design a form for data entry
- Use formulas in fields to develop information from other fields
- Build and produce formatted reports that include group totals, report totals, and generated columns (data derived from other fields in the report)
- Analyze data in reports

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

Flash drive

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries



## **(245) Legal Office Procedures (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of the basic terminology and office procedures needed to work effectively in a legal environment
- Apply technical skills to produce a variety of office documents
- Demonstrate proficiency in information processing using manual and computerized systems
- Provide customer support and service
- Monitor and respond to electronic mail
- Prepare and maintain inventory of equipment and supplies
- Maintain filing systems (alphabetical, subject, numerical, and chronological) using ARMA rules
- Demonstrate understanding of legal terminology and Latin words pertaining to legal terminology
- Use correct format in drafting client correspondence and legal documents, including pleadings (pleadings may include Service of Process, Complaints, Counterclaims, Divorce Decrees, Final Judgments, etc.)
- Prepare litigation and non-litigation documents
- Research and locate legal information and records
- Maintain client account records and prepare billing statements
- Demonstrate knowledge of federal, state, and local court structures and proceedings
- Identify ethical responsibilities of the legal profession
- Maintain electronic files

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(250) Medical Office Procedures (S | PS)**

### **Description**

Evaluate knowledge of medical terminology and skills needed to prepare medical documents and function effectively in a medical office. Tests are written using AHDI guidelines and Taber's or Dorland's medical dictionaries.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 produce a variety of medical office documents
- Demonstrate knowledge of the basic terminology and office procedures needed to function effectively in a medical office
- Provide customer support and service
- Prepare and maintain inventory of equipment and supplies
- Maintain filing systems (alphabetical, subject, numerical, and chronological) using ARMA rules
- Prepare telephone messages
- Proofread using edited copy
- Utilize knowledge of medical ethics and etiquette
- Prepare and process medical records; process payments
- Use correct format in preparing a variety of medical reports
- Maintain patient account records and prepare billing statements
- Work with insurance companies to process patient accounts
- Apply formatting and place information in correct SOAP and HPIIP format

### **Equipment/supplies provided**

Computer, printer, and paper

Software as designated for this event

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (60) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(255) Administrative Support Team (S | PS)**

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

### **Team must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

Props and/or electronic presentations are *not* allowed

**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
- Key and compose business correspondence
- Use database management software
- Use spreadsheet software
- Use presentation software
- Merge word processing, database, spreadsheet, and/or presentation files
- Plan meetings and events
- Maintain filing systems including alphabetical, subject, numerical, and chronological using ARMA rules
- Schedule and maintain appointments for supervisors
- Coordinate travel arrangements
- Establish work priorities and timelines

### **Equipment/supplies provided**

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

Software as designated for this event

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

### **Method of evaluation**

Application

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed one (1) entry

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

### **Description**

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

### **Eligibility**

Any student member may enter this event. Each contestant may submit only one (1) 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**

What are some specific current national political issues or trends impacting the workplace? How could this impact the role of the administrative professional and the support they provide? How can the administrative professional positively influence any of the change and/or transition required as a result of the current issues and trends as they provide support in the workplace?

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

### **Contestant must supply**

One envelope containing the materials as listed in the specifications section

Notes or note cards for oral presentation (optional)

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

Digital presentation tools (no videos will be allowed) (optional)

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

Contestants 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 contestant and must take place within the time allotted

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### **Competencies**

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

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

### Specifications

- This is a pre-submitted event. See instructions for submissions.
- The completed research paper, Works Cited, and [Individual Entry Form](#) must be submitted at <http://www.bpa.org/submit> in PDF format no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *will not* be accepted.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline *cannot* be accepted.
- No changes can be made to the paper after the date of submission.
- **The research paper must follow the Report format located in the [Style & Reference Manual](#).** (Note: no title page is required.) Header information on the first page of the report should be as follows: Contestant ID Number (Sender's ID Number – XX-XXXX-XXXX), Edna Renick (Recipient's Name), Administrative Support Department (Recipient's Department), and Current Date.
- Length of document is limited to seven (7) double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is/are *not* included in the seven pages; however, any graphs, tables or charts included will be included in the seven-page limit. Judges will *not* read additional pages beyond the seven (7) allowed pages.
- Each research paper must reflect the contestant's own research, writing, and original thinking.
- Contestant may use one laptop/notebook computer and projection equipment for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.
- The research paper and entry form must be keyed/word-processed.
- No changes can be made to the paper after the date of submission.
- Each paper must include word-processed Works Cited page which follows the [Style & Reference Manual](#) format.
- One (1) copy of the completed research paper including word-processed Works Cited, and [Individual Entry Form](#), including signatures, must be submitted at the time of the presentation at SLC.
- The length of the presentation will be no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
- Notes or note cards may be used.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

### Method of evaluation

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

**Length of event**

No more than three (3) minutes set-up time

No more than seven (7) minutes presentation time

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

Finals may be included at the national level

**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.**

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

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate RESEARCH PAPER	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Individual Entry Form</a> – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission)</li><li>Research Paper (including Works Cited) – PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Comprehension of topic</b> Demonstrates understanding of subject matter	1-5	6-10	11-15	16-20	
<b>Organization and expansion of ideas</b> Argument follows logical progression	1-5	6-10	11-15	16-20	
<b>Introduction/Summary</b> Logical argument, evidence to support conclusions, compelling summary	1-5	6-10	11-15	16-20	
<b>Creativity</b> Diverse resources, creative angle on the issue, originality, inventiveness	1-5	6-10	11-15	16-20	
<b>Writing Skills</b> Correct grammar, spelling, and punctuation, concise language, sentence structure	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (110 points maximum)</b>					

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

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

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Evaluation of Oral Presentation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Voice projection, transitions, flow, stage presence, etc.	1-5	6-10	11-15	16-20	
Quality of problem solution	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### **Specification Points Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.	<b>Points Awarded</b>	
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than seven (7) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy) and Research Paper, including Works Cited (1 copy)	10	
Word-processed research paper and Works Cited page followed the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 240**

**PRESENTATION WILL BE STOPPED AT SEVEN MINUTES**



## **(265) Business Law & Ethics (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

### **Method of evaluation**

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

### **Length of event**

No more than ten (10) minutes orientation

No more than sixty (60) minutes testing time

No more than ten (10) minutes wrap-up

### **Entries**

Each state is allowed five (5) entries

## **(270) ICD-10-CM Diagnostic Coding (S | PS)**

### **Description**

This contest will test the student's knowledge and skills in the area of medical coding.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

Must supply latest release of medical coding reference manual

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

### **Competencies**

- Apply technical coding skills to a variety of medical diagnoses/conditions
- Demonstrate knowledge of coding guidelines
- Differentiate between ICD-10-CM and ICD-10-PCS code numbers
- Explain what code numbers are used in various healthcare settings
- Recognize the coding method by the number assigned
- Assign codes accurately using appropriate coding guidelines
- Accurately define coding terms, abbreviations, and symbols
- Determine coding sequence based on diagnoses provided

### **Method of evaluation**

Objective Test (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

## **(290) Administrative Support Concepts – Open Event (S | PS)**

### **Description**

Evaluate knowledge of basic administrative support concepts.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

### **Method of evaluation**

Objective Test (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**

# MANAGEMENT INFORMATION SYSTEMS EVENTS

- (300) [Computer Network Technology \(S | PS\)](#)
- (305) [PC Servicing & Troubleshooting \(S | PS\)](#)
- (310) [Server Administration Using Microsoft® \(S | PS\)](#)
- (315) [Network Administration Using Cisco® \(S | PS\)](#)
- (320) [Computer Security \(S | PS\)](#)
- (325) [Network Design Team \(S | PS\)](#)
- (330) [Visual Basic/C# Programming \(S | PS\)](#)
- (335) [C++ Programming \(S | PS\)](#)
- (340) [Java Programming \(S | PS\)](#)
- (345) [SQL Database Fundamentals \(S | PS\)](#)
- (350) [Linux Operating System Fundamentals-Pilot \(S | PS\)](#)
- (390) [Computer Programming Concepts – Open \(S | PS\)](#)
- (391) [Information Technology Concepts – Open \(S | PS\)](#)

## **(300) Computer Network Technology (S | PS)**

### **Description**

Demonstrate knowledge in fundamental networking concepts including network architecture, standards, topologies, protocols, and security.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

- Demonstrate knowledge of OSI model
- Demonstrate knowledge of IPv4
- Demonstrate knowledge of network adapters
- Demonstrate knowledge of network cabling
- Demonstrate knowledge of bridges and routers
- Demonstrate knowledge of network connectivity
- Demonstrate knowledge of network troubleshooting
- Demonstrate knowledge of network protocols
- Demonstrate knowledge of TCP/IP subnetting and routing
- Demonstrate knowledge of DNS
- Demonstrate knowledge of WINS
- Demonstrate knowledge of DHCP
- Demonstrate knowledge of IPv6
- Demonstrate knowledge of proxies and firewalls
- Demonstrate knowledge of troubleshooting tools
- Remote access protocols
- Demonstrate knowledge of network operating systems
- Demonstrate knowledge of network clients
- Demonstrate knowledge of directory services
- Demonstrate knowledge of administrative utilities

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)

Application: Top 12 contestants will advance to the hands-on portion at the state level only.

All required items and materials to complete this portion will be provided at SLC.

Reference materials are allowed for the application portion.

### **Length of event**

No more than sixty (60) minutes testing time

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

### **Entries**

Each chapter is allowed five (5) entries

## **(305) PC Servicing & Troubleshooting (S | PS)**

### **Description**

Demonstrate knowledge of PC configuration, maintenance, and management as a computer technician.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

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

### **Competencies**

- Identify PC components
- Add and remove components
- Demonstrate knowledge of system resources
- Utilize peripheral ports
- Demonstrate knowledge of IDE, SATA & SCSI devices
- Utilize peripheral devices
- Troubleshoot problems
- Perform preventative maintenance and safety
- Demonstrate knowledge of RAM characteristics
- Demonstrate knowledge of system board characteristics
- Demonstrate knowledge of printer characteristics
- Demonstrate knowledge of basic networking concepts
- Demonstrate knowledge of OS functions and OS upgrades
- Demonstrate knowledge of disk/file management
- Demonstrate knowledge of Windows® installation
- Demonstrate booting procedures
- Configuring device drivers
- Demonstrate knowledge of error codes
- Demonstrate knowledge of Internet configuration
- Replace system compon

### **Equipment/supplies**

Contestants must provide/supply a toolkit for hands-on component at state level

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)

Application: Top 12 contestants will advance to the hands-on portion at the state level only.

All required items and materials to complete this portion will be provided at SLC.

Reference materials are allowed for the application portion.

### **Length of event**

No more than sixty (60) minutes testing time

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

### **Entries**

Each chapter is allowed five (5) entries

## **(310) Server Administration Using Microsoft® (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

- Troubleshooting Windows® 7, Windows® 8, Windows® 10, Windows® Server 2008, 2008 R2, Windows® Server 2012 operating systems installation
- Monitor, manage, and troubleshoot access to files and folders
- Manage and troubleshoot access to shared folders
- Manage printers and print jobs
- Configure and manage file systems
- Monitor and optimize system performance and reliability
- Recover system state data and user data
- Configure and troubleshoot the desktop environment
- Encrypt data on a hard disk by using Encrypting File Systems (EFS)
- Monitor, configure, troubleshoot, and control access to websites
- Configure and troubleshoot hardware devices and drivers
- Configure and troubleshoot Windows® Network connections
- Configure, monitor, and troubleshoot remote access
- Configure inbound connections
- Implement, configure, manage, and troubleshoot auditing, local security policy, and policies in a Windows® environment

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)

Application: Top 12 contestants will advance to the hands-on portion at the state level only.

All required items and materials to complete this portion will be provided at SLC.

Reference materials are allowed for the application portion.

### **Length of event**

No more than sixty (60) minutes testing time

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

### **Entries**

Each chapter is allowed five (5) entries

## **(315) Network Administration Using Cisco® (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

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

### **Competencies**

- Demonstrate knowledge of OSI model
- Demonstrate knowledge of IPv4
- Demonstrate knowledge of router configuration
- Demonstrate knowledge of network management
- Demonstrate knowledge of LAN/WAN design
- Demonstrate knowledge of LAN/WAN security
- Demonstrate knowledge of network topologies
- Demonstrate knowledge of LAN/WAN routed and routing protocols
- Demonstrate knowledge of network components
- Demonstrate knowledge of IPv6
- Demonstrate knowledge of LAN/WAN switching theory and VLANs

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)

Application: Top 12 contestants will advance to the hands-on portion at the state level only.

All required items and materials to complete this portion will be provided at SLC.

Reference materials are allowed for the application portion.

### **Length of event**

No more than sixty (60) minutes testing time

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

### **Entries**

*Each chapter is allowed five (5) entries*



## **(320) Computer Security (S | PS)**

### **Description**

Demonstrate knowledge of fundamental security management tasks in Windows® and Linux® networking environments.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

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

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

### **Competencies**

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

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)

Application: Top 12 contestants will advance to the hands-on portion at the state level only.

All required items and materials to complete this portion will be provided at SLC.

Reference materials are allowed for the application portion.

### **Length of event**

No more than sixty (60) minutes testing time

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

### **Entries**

Each chapter is allowed five (5) entries

## **(325) Network Design Team (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event. A team will consist of 2-4 members. Contestants participating in state 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.

### **Team must supply**

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

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

Published and/or unpublished non-electronic written reference materials

Projector/Props (Optional)

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 the network design
- Evaluate and delegate responsibilities needed to perform required tasks
- Utilize problem solving techniques
- Demonstrate teamwork skills needed to function in a business setting
- Analyze existing and planned network and systems management
- Demonstrate knowledge of network cable topologies
- Diagram the completed network
- Analyze end-user work needs
- Plan for placement and management of resources
- Plan for decentralized resources or centralized resources
- Incorporate redundancy into the network
- Design a remote access solution
- Analyze network infrastructure, protocols, and hosts
- Estimate upgrade cost based on existing environment
- Incorporate future expansion into the network
- Demonstrate an ability to meet software requirements
- Demonstrate a knowledge of VPNs
- Identify the company's tolerance for risk
- Analyze technical support structure
- Design a routing strategy
- Develop multiple recommendations to scenarios
- Produce business reports

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- The completed written proposal and a [Team Entry Form](#) must be uploaded to Oklahoma BPA at <http://www.bpa.org/submit> in PDF format no later than 4:00 p.m. CST on February 7, 2020. The written proposal must follow the Report Format located in the [Style & Reference Manual](#).
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *will not* be accepted.
- Only one (1) team members should complete the submission.
- Contestants must be registered for state level competition prior to submission of materials. The contestant number must be included as indicated.
- Use each member's full membership number (all 10 digits, i.e., 02-1234-0001) in the header.
- Materials from non-registered contestants and those missing contestant number and/or projects received after the deadline *cannot* be accepted.
- *No* changes can be made to the project after the date of submission.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- One (1) copy of the completed written proposal and [Team Entry Form](#) must be submitted at the time of the presentation at SLC.
- The length of the presentations will be no more than ten (10) minutes, followed by no more than ten (10) minutes of judges' questions.
- Notes or note cards may be used.

## Topic:

Crossmark Auto Group is a new auto dealership in the Santa Fe, New Mexico area. The Crossmark Auto Group is a company with a vast portfolio of auto dealership specializing in new and used cars from several auto manufacturers. They are seeking new contracts for network design as they expand into other regions of New Mexico, Texas, and the Oklahoma Panhandle. Although the Main Headquarters is established in Santa Fe, they will need to reconstruct the network to keep up with the latest technologies and advancements. In addition to remodeling the existing headquarters Crossmark Auto Group has acquired a few properties in Las Cruces, NM, Plainview, TX and Guymon, OK. These properties are still under construction being built as specifically as dealerships.

## Main Dealership – Santa Fe, NM:

The existing dealership was constructed in the early 1990. The building was built with Cat 5 cabling for standard dial telephone, retrofitted to use as network cabling for a small network in the dealership. The layout of the office is unique, the sales floor area for the main sales person are off on a corner with open door facing the showroom They have 5 sales office. The managers have an enclosed space at the back of the main sales floor with built-in desks. And 2 spare offices for future use.

In addition to the sales floor, the dealership has a billing/finance office which has 3 accountants and each with a secretary situated directly behind sales floor, an auto-service desk and a customer lounge for customers to wait on their vehicles while getting repaired. There are 3 main cash registers and counters for customer services representatives at the service desk, and an inventory stock and counter-chain parts store for sale of manufacturers auto parts. The parts store consists of 3 counter registers with customer service representatives. In addition, there is a manager for each department overseeing the operations. All of these offices are housed in the same main building. There is the service mechanics garage sited across

the dealership lot and not physically attached to the main building. These offices will need to be equipped for network as they have not been equipped before.

The mechanics shop is located approximately 150-feet from the main building. This is a metal building with an open-layout build for repairing automobiles. There are 3 office spaces near the back of the shop. Which include a break room for the mechanics on duty, and 2 offices for the chief mechanic and a spare for future use.

The current network solution is a small 6U wall-mounted open-framed rack inside of a small hallway closet which also contains the janitorial supplies for the dealership. The current equipment for the network includes a small retail branded router picked up from an office supply store, one unmanaged 16-port switch and 8-port unmanaged switch. Most of the information they use is stored in the cloud through a file sharing cloud service attached to the sales manager personal email then shared to the others with their personal email addresses. Most computers are logged in with local users and all are not centrally managed and could be considered a flat network. They currently are using a small-bandwidth DSL connection with 4.0 Mbps down and 1.0 Mbps up to supply Internet to the dealership. As well to help with unification of the dealerships with expansion Crossmark Auto Group has decided to move from standard telephone solutions and request a VOIP phone solution, and cloud-based office productivity solutions for the entire auto group with a unique domain name for their company.

#### **All other dealerships – Las Cruces, NM, Plainview, TX and Guymon, OK:**

These dealerships are being built to the same specification as the main dealership. They want to have very similar network specifications at these locations, but also account for the new VOIP solutions in the implementation of the network. Unlike the main dealership these new locations have not be wired and will need to be prepared for the new network.

The only difference will be in Las Cruces, NM; the dealership would like to establish as customer-relations department to handle telephone calls related to the issues about the cars, trucks, and vans they sell a customer call center with about 20 agents to provide telephone support. As well, this will serve as the only location for their new commercial vehicle sales division. With the addition of the commercial fleet this will add an additional sales department of 5 office staff members, and 2 additional managers.

Crossmark Auto Group would like to plan a roadmap for IT support over the next 5-years for a build out to improve the overall network of the main dealership as well as create a well-organized, well-managed network for the other locations.

- Propose a reasonable network and thorough network design for the company.
- Provide an initiative business network solution for a growing company.
- Aging computers need a plan for upgrade with enterprise-class desktop computer designed for daily business use.
- Provide a fast and reliable solution to account for computer and VOIP networks.
- Address effective Internet bandwidth necessary to carry network information to each location.
- A centrally managed network with an efficient way to streamline maintainability and security of all devices on the network.
- Add shared-network multi-function devices for effective printing, scanning and faxing to reduce the carbon footprint of paper used in the dealership. As well as storage to hold documents for the business. They have set a goal to be totally paperless in the year 2025.
- Provide a solution to have high-speed network to the mechanic's offices.
- Needed space to store electronic documents and backup strategy for the system.

**Method of evaluation**

Technical Scoring Rubric (top 12 teams will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 teams based on pre-judged Technical Scoring Rubric)

**Length of event**

No more than thirty (30) minutes preparation time at SLC

No more than three (3) minutes set-up in presentation room

No more than ten (10) minutes presentation time

No more than ten (10) minutes judges' questions

Finals may be required at the national level

**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.**

## (325) Network Design Team (S | PS)

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

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

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Team Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li> <li>Written proposal in Report Format - PDF format</li> <li>Works Cited – PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>TECHNICAL POINTS</b>					
<b>Written Proposal</b>					
Customer profile	1-5	6-10	11-15	16-20	
Objectives	1-5	6-10	11-15	16-20	
Abstract of implementation	1-5	6-10	11-15	16-20	
Explanation of products and/or services provided	1-5	6-10	11-15	16-20	
Clarity of message <ul style="list-style-type: none"> <li>Message is attention-grabbing, compelling and concise</li> <li>Message was developed according to topic</li> </ul>	1-5	6-10	11-15	16-20	
Short- and long-range goals defined	1-5	6-10	11-15	16-20	
Financial Analysis	1-5	6-10	11-15	16-20	
Supporting Documentation	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage <ul style="list-style-type: none"> <li>Content without errors/No copyright violations</li> </ul>	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>Total Written Proposal Points (180 points maximum)</b>					
<b>Creativity</b>					
Solution is innovative <ul style="list-style-type: none"> <li>Fresh ideas, unique</li> </ul>	1-5	6-10	11-15	16-20	
<b>Total Creativity Points (20 points maximum)</b>					
<b>Specific Technical Recommendations</b>					
Provided reasonable network design	1-5	6-10	11-15	16-20	
Provide scalable network design for the growing company	1-5	6-10	11-15	16-20	
Provide a reasonable upgrade plan for the desktop computers	1-5	6-10	11-15	16-20	
The solution took into account the use of both computers and VOIP networks	1-5	6-10	11-15	16-20	
The design took into consideration the amount of bandwidth needed	1-5	6-10	11-15	16-20	
<ul style="list-style-type: none"> <li>Provides a centrally managed network</li> <li>The design provides an efficient and streamlined means of maintaining and securing the network</li> </ul>	1-5	6-10	11-15	16-20	
Added the networked multi-function devices for printing, scanning and faxing	1-5	6-10	11-15	16-20	
Provided a solution to have high-speed network to the mechanic's offices	1-5	6-10	11-15	16-20	

<ul style="list-style-type: none"> <li>Added storage space for electronic documents</li> <li>Provided a backup strategy for the network</li> </ul>	1-5	6-10	11-15	16-20	
<b>Total Specific Technical Recommendation Points (180 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (390 points maximum)</b>					

## (325) Network Design Team (S | PS)

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

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

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to outline short- and long-term objectives and defend the solution as the most appropriate for the given scenario	1-5	6-10	11-15	16-20	
Ability to use technical terms, along with appropriate explanations that achieve effective communications with the client	1-5	6-10	11-15	16-20	
Voice quality and diction	1-5	6-10	11-15	16-20	
Self-confidence, assertiveness, and eye contact	1-5	6-10	11-15	16-20	
Presentation quality/style; flow	1-5	6-10	11-15	16-20	
All team members participated in presentation	1-5	6-10	11-15	16-20	
Response to judges' questions	1-5	6-10	11-15	16-20	
<b>Total Presentation Points (140 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy), Written Proposal in Report Format (1 copy), and Works Cited (1 copy)	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 560**

**PRESENTATION WILL BE STOPPED AT TEN MINUTES**



## **(330) Visual Basic/C# Programming (S | PS)**

### **Description**

Evaluate knowledge of working with Visual Basic/C# syntax, programming logic, program development, system design concepts, database, designers and objects. This contest will be graded on the Windows operating system; therefore Unix/Linux should *not* be used.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

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

Visual Studio 2008 or higher

Carry-in and set-up of equipment must be done solely by the contestant

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

Published and/or unpublished non-electronic written reference materials

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

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of object-oriented concepts and techniques
- Demonstrate understanding of general computer concepts and computer language
- Use structured design techniques, algorithms, and object-oriented concepts
- Create a program/GUI using variables, looping, controls, logical operations, calculations, classes, totals, sequence, data structures, selection, and I/O operations

### **Method of evaluation**

- Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)
- Application: Top 12 contestants will advance to the hands-on portion at the state level only.
- Reference materials are allowed for the application portion.

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(335) C++ Programming (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

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

Carry-in and set-up of equipment must be done solely by the contestant

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

Published and/or unpublished non-electronic written reference materials

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

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### **Competencies**

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

### **Method of evaluation**

- Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)
- Application: Top 12 contestants at the state level only.
- Reference materials are allowed for the application portion.

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(340) Java Programming (S | PS)**

### **Description**

Evaluate knowledge of working with structured designs, algorithms, and OOP methodology using the Java Programming language. This contest will be graded on the Windows operating system; therefore Unix/Linux should *not* be used.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

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

Carry-in and set-up of equipment must be done solely by the contestant

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

Published and/or unpublished non-electronic written reference materials

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

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 of Java computer language
- Use Java computer language concepts and syntax
- Use structured design techniques and object-oriented concepts
- Apply programming concepts such as classes, operators, loops, control breaks, sequential file access, data structures, error handling, and I/O operations
- Understand and implement UML diagrams
- Demonstrate knowledge of error handling techniques

### **Method of evaluation**

- Objective Test (online state testing January 28-February 11, 2020; top 12 advance to SLC for Application Test)
- Application: Top 12 contestants at the state level only.
- Reference materials are allowed for the application portion.

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(345) SQL Database Fundamentals (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

Published and/or unpublished non-electronic written reference materials

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

### **Competencies**

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

### **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

## **(350) Linux Operating System Fundamentals-Pilot (S | PS)**

### **Description**

Demonstrate your ability in hardware & system configuration, system operation & maintenance, security, automation & scripting, and troubleshooting & diagnostics within the Linux Operating System.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

Reference materials are allowed **ONLY** for the application test portion administered at NLC (**not SLC**).

**NO reference materials are allowed for the objective test for SLC.**

**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**

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

### **Method of evaluation**

Objective Test ONLY at SLC (online state testing January 28-February 11, 2020)

### **Length of event**

No more than sixty (60) minutes for objective test

### **Entries**

Each chapter is allowed five (5) entries

## **(390) Computer Programming Concepts – Open Event (S | PS)**

### **Description**

Demonstrate general knowledge of the computer programming industry.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

### **Method of evaluation**

Objective Test (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**

## **(391) Information Technology Concepts – Open Event (S | PS)**

### **Description**

Demonstrate general knowledge of the information technology industry.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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

### **Method of evaluation**

Objective Test (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**

# DIGITAL COMMUNICATION & DESIGN EVENTS

- (400) [Fundamental Desktop Publishing \(S | PS\)](#)
- (405) [Fundamentals of Web Design \(S | PS\)](#)
- (410) [Graphic Design Promotion \(S | PS\)](#)
- (415) [Digital Publishing \(S | PS\)](#)
- (420) [Digital Media Production \(S | PS\)](#)
- (425) [Computer Modeling \(S\)](#)
- (430) [Video Production Team \(S | PS\)](#)
- (435) [Website Design Team \(S | PS\)](#)
- (440) [Computer Animation Team \(S\)](#)
- (445) [Broadcast New Production Team \(S\)](#)
- (490) [Digital Communication & Design— Open Event \(S | PS\)](#)



## **(400) Fundamental Desktop Publishing (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant may supply**

Sharpened No. 2 pencils, pens

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

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted.

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 proficiency in using desktop publishing software to create a variety of business publications
- Apply principles of design and rules for proper layout in developing business publications
- Create and edit documents using desktop publishing applications
- Use principles of design, layout, and typography in presentation of text
- Create multipage and multicolumn documents
- Create a desktop publication which may include graphics in the form of illustrations, clipart, boxes, shading, and lines
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, presentation handouts, etc.

**Please note:** *Contestants may use software templates, but creativity points may be reduced. Printers will be available at SLC.*

### **Equipment/supplies provided**

Computer, printer, and paper

Software, as designated for this event

Graphics files

Flash drive

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application Test)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(405) Fundamentals of Web Design (S | PS)**

### **Description**

Demonstrate knowledge of fundamental web design coding and syntax to include CSS. *This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC ONLY; all contestants passing this component will receive an industry certification regardless of their overall event placement.* The certification offered will be MTA Introduction to Programming Using HTML and CSS and upon passing the exam, contestants will be awarded 100 points to their final score. All persons planning to take a certification test **MUST** register with Certiport ([www.certiport.com](http://www.certiport.com)) before attending NLC to create their Certiport profile. Contestants must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

### **Eligibility**

Any student member may enter this event.

### **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**

- Demonstrate a knowledge of tags
- Demonstrate knowledge of format and font (CSS)
- Demonstrate knowledge of HTML5 and CSS3
- Demonstrate knowledge of W3C Accessibility Standards
- Demonstrate knowledge of Cross Browser Capability
- Demonstrate knowledge of tables and table attributes
- Demonstrate knowledge of image tags and image attributes
- Demonstrate knowledge of hyperlinks and hyperlink attributes

### **Equipment/supplies provided**

Computer with browser, **Notepad** only (*Contestants are not permitted to utilize Notepad++*), printer, and paper

Flash drive for saving files

### **Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application Test)

Application Test (top 20 based on Objective Test scores)

### **Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

### **Entries**

Each chapter is allowed five (5) entries

## **(410) Graphic Design Promotion (S | PS)**

### **Description**

Develop a theme with tagline, illustrate the theme in a logo design and utilize the logo in a promotional flyer and pin.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2021.

### **Eligibility**

Any student member may enter this event. 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**

Develop a logo, tagline, and flyer promoting the Business Professionals of America National Leadership Conference in Orlando, FL, May 5-9, 2021.

### **Contestant must supply**

Two (2) plastic sheet protectors (8½"x11") each containing four (4) documents—one flyer, one contestant-generated logo (4"x4"), one pin-sized logo (2"x2") and one [Individual Entry Form](#). Additional copies of flyer, logo, pin-sized logo and [Individual Entry Form](#), and other forms for finals. Digital presentation tools may be used.

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted.

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

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. 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 submissions.
- Contestant may select any theme promoting the Business Professionals of America National Leadership Conference in Orlando, FL, May 5-9, 2021.
- Theme needs to be 25 characters or less, including spaces.
- Dimensions of flyer must be 8½"x11" either landscape or portrait. It is recommended you use at least 300 dpi.
- Dimensions of the contestant-generated logo must *not* exceed 4"x4". It is recommended you use at least 300 dpi. Contestant-generated logo must be submitted on a separate 8½"x11" paper.

- Dimensions of the contestant-generated logo in pin-size print must *not* exceed 2"x2". It is recommended you use at least 300 dpi. Contestant-generated pin-sized logo must be submitted on a separate 8½"x11" paper.
- One (1) original flyer, one (1) contestant-generated 4"x4" logo, one (1) contestant-generated 2"x2" pin-sized logo, shall be produced at home/school. The graphics must *not* be professionally or commercially produced or printed.
- The flyer, logos, signed [Release Form\(s\)](#), Works Cited, and [Individual Entry Form](#) 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 contestant is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Confirmation of receipt will be provided, when project is submitted.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered contestants and/or those missing contestant number *cannot* 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, contestant-generated logo 2" x 2" pin-sized logo, contestant-generated logo 4" x 4" logo, and [Individual Entry Form](#), including signatures and Works Cited form *must* be submitted at the time of the presentation at SLC.
- The contestant will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, pin-sized logo and forms will *not* be returned.
- Appropriate use of grammar, spelling and punctuation.
- Contestant-generated logo is effective when reduced to trading pin size.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges' questions.
- 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 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.
- All materials, other than the required submission materials, may *not* be left with judges.

**Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

**Length of event**

No more than three (3) minutes for set-up

No more than six (6) minutes for the presentation

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

Finals may be included at the national level

**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.**

## (410) Graphic Design Promotion (S | PS)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Individual Entry Form</a> – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission)</li> <li><a href="#">Signed Released Form(s)</a></li> <li>Flyer – PDF, JPG or PNG Format</li> <li>Logo (4” x 4”) – PDF, JPG or PNG Format</li> <li>Logo (2” x 2” pin size) – PDF, JPG or PNG Format</li> <li>Works Cited formatted according to the BPA Style &amp; Reference Guide</li> </ul> <i>All points or none are awarded by the Technical Judge.</i>				10	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Contestant-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	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, & accurate)	1-5	6-10	11-15	16-20	
Design is effective and consistent in graphic and theme for logo, pin, and poster	1-5	6-10	11-15	16-20	
Followed Basic Principles of Typography	1-5	6-10	11-15	16-20	
Color selection was appropriate for theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points ( <b>all or nothing</b> )				10	
Contestant-generated logo is effective when reduced to trading pin size – 10 points ( <b>all or nothing</b> )				10	
BPA logo and tagline meet the <a href="#">Graphic Standards</a> as outlined in the <a href="#">Style &amp; Reference Manual</a> – 10 points ( <b>all or nothing</b> )				10	
<b>TOTAL TECHNICAL POINTS (200 points maximum)</b>					

## (410) Graphic Design Promotion (S | PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation (inspiration for the theme, concept development, software used, technology used, & specifications of design)	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 10 points	10	
Presentation met presentation time requirements (minimum 3/maximum 6) – 10 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), flyer (1 copy), logo (1 copy), pin-size logo (1 copy), & (1 copy) Works Cited.	10	
Contestant name does <i>not</i> appear on submitted output (pin, logo, & flyer)	10	
Appropriate use of grammar, spelling and punctuation	10	
Dimensions of contestant-generated logo do <i>not</i> exceed 4"x4" and 2"x2"	20	
<b>TOTAL SPECIFICATION POINTS (70 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 350**

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

## **(415) Digital Publishing (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this event.

### **Contestant may supply**

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

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allowed

Published and/or unpublished non-electronic written reference materials

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 expertise in using desktop publishing software to create a variety of business publications for web, print, and mobile devices
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Create and edit documents using Adobe Illustrator®, Adobe Photoshop®, and/or Adobe InDesign®
- Demonstrate color management
- Use principles of design, layout, and typography in presentation of text
- Demonstrate an in-depth knowledge of typography such as leading, kerning, tracking, and appropriate font choice
- Create multipage and multicolumn documents
- Create a desktop publication that includes graphics in the form of illustrations, shapes, shading, and layers
- Create viewable interactive documents on devices and/or a PDF file(s)
- Incorporate video into desktop publishing documents for devices and multiple screens
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, digital publications, interactive documents, presentation handouts, etc.

### **Equipment/supplies provided**

Computer

Flash drive

Software, as designated for this event

Graphics files



**Method of evaluation**

Objective Test (online state testing January 28-February 11, 2020; top 20 advance to SLC for Application Test)

Application Test (top 20 based on Objective Test scores)

**Length of event**

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time @ SLC; (30 minutes utilized for online objective test)

No more than ten (10) minutes wrap-up

**Entries**

Each chapter is allowed five (5) entries

## **(420) Digital Media Production (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this individual event. 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**

Create a short informational video on how social media effects your personal brand. Video should include: ways to create a positive presence, ways to repair a negative presence, and ways to protect and manage your presence. Your target audience is 16-25 year old's preparing to enter the workforce.

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

### **Contestant must supply**

Digital presentation equipment

Video projector (optional)

Props (optional)

Carry-in and set-up of equipment must be done solely by the contestant 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 an understanding of developing for a target audience
- Demonstrate utilization of various software applications
- Demonstrate knowledge of digital media
- Demonstrate knowledge of graphic design including color, animation, audio, and video

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The contestant will develop a visual communication tool utilizing various software applications related to digital production.
- The contestant must develop a consistent theme and slogan to be used throughout the digital production.
- Completed projects may be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.) It is recommended that you set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the [Individual Entry Form](#) including a clickable URL to the project, Works Cited, and signed [Release Form\(s\)](#) in one combined PDF file to: <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.

- 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 will *not* be accepted.
- Materials from non-registered contestants and/or those missing contestant number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited and [Individual Entry Form](#), including signatures must be submitted at the time of the presentation at SLC.
- The contestant may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The contestant is responsible for securing a signed [Release Form](#) from for any person involved in the video production.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>.
- The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America *grants* permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

### **Length of event**

No more than three (3) minutes for set-up/wrap-up

No more than ten (10) minutes for presentation, which includes one to two (1:00-2:00) minute demonstration of digital media production

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

Finals may be included at the national level

### **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.**

## (420) Digital Media Production (S | PS)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Individual Entry Form</a> (must be keyed, but does <i>not</i> have to be signed for pre-submission) AND signed <a href="#">Release Form</a>(s) in one combined PDF file</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Production Layout</b>					
Visual organization is easily understood	1–5	6–10	11–15	16–20	
Aesthetic use of colors and fonts	1–5	6–10	11–15	16–20	
Consistent format	1–5	6–10	11–15	16–20	
<b>Total Production Layout (60 points maximum)</b>					
<b>Graphics/Media Use</b>					
Enhances theme	1–5	6–10	11–15	16–20	
Effective use of graphic design and digital assets	1–5	6–10	11–15	16–20	
Effective use of audio	1–5	6–10	11–15	16–20	
Effective use of innovative technology	1–5	6–10	11–15	16–20	
Effective use of lighting and special effects	1–5	6–10	11–15	16–20	
<b>Total Graphics/Media Use (100 points maximum)</b>					
<b>Content</b>					
Video is generated for target audience	1–5	6–10	11–15	16–20	
Well-developed and portrays theme	1–5	6–10	11–15	16–20	
<b>Total Content (40 points maximum)</b>					
<b>TECHNICAL POINTS (210 points maximum)</b>					

## (420) Digital Media Production (S | PS)

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

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Ability to explain the development and design process (Pre-Production Phase)	1–5	6–10	11–15	16–20	
Ability to explain the use of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use of media elements (graphics, video, audio, special effects, lighting, etc.)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (60 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up/wrap-up lasted no longer than three (3) minutes	10	
Presentation lasted at least no longer than ten (10) minutes	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), and Works Cited (1 copy).	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 300**

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

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

### **Description**

Given a scenario or prompt, Computer Modeling will research the topic, create a profile, concept design(s), prototype(s), and final model and/or scene based upon the assigned topic provided. For example – a new Pixar® type character made of metal (refer to background information supplied about character); an opening scene to support a new sci-fi movie; an office chair designed for the year 2050; an environment for a Mars colony in the year 2075, etc.

### **Eligibility**

Any student member may enter this event. Contestants participating in the 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 have been contracted to create a school incorporating innovative technology, ergonomics, and the ability to facilitate multiple learning styles, and flexible environments.

Contestants who do *not* submit an entry following this topic will be *disqualified*. Particular attention should be paid to the Copyright & Fair Use Guidelines.

### **Contestant must supply**

Digital presentation tools

Props (optional)

Carry-in and set-up of equipment must be done solely by the individual and must take place within the time allotted

No Internet access will be provided on-site at 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**

- Develop a profile for a given character, environment, or non-organic object within the specified parameters.
- Demonstrate development of model through research, concept art, and prototypes.
- Demonstrate application of finishes and lighting, and texturing techniques.
- Make formal geometric constructions with a variety of tools and methods.
- Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder).
- Apply geometric methods to solve design problems.
- Apply knowledge of software, equipment, and skills related to 3D art generation.
- Utilize research skills; research to build and present knowledge.
- Demonstrate artistic techniques to support a clear scenario or prompt.
- Demonstrate knowledge of copyright laws.
- Demonstrate professional presentation skills.
- Demonstrate work skills needed to function as a 3D Artist.

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- The individual will research the topic, including reference information provided in prompts, the time era, trends to support design, etc., and from that information will develop a profile to be submitted along with assets to be generated. The profile should *not* exceed one (1) page and should provide the artist's vision for the project, and the rationale for the submission.
- The individual will use digital tools, i.e., cameras, writing tablets, etc., for researching, planning, development and/or revision of content for model(s).
- The individual will develop the concept design(s) for the submission.
- The individual will produce 3D Models.
- The individual will develop a final model and/or scene, including the application of color, textures, lighting, etc.
- Graphics developed should accurately depict and/or increase dramatic or entertainment value of scenario or prompt given.
- The final project components, including, but *not* limited to, concept art, the one (1) page profile, screenshots, and model project files, should be compressed in Zip format and uploaded to a video/file sharing site (e.g. Dropbox, etc.).
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the [Individual Entry Form](#) including a clickable URL to the project, Works Cited, and signed [Release Form\(s\)](#) in a combined PDF file at <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.
- 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.
- 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 Works Cited, [Individual Entry Form](#), including signatures, and any concept art/prototypes must be submitted at the time of the presentation at SLC.
- Must be viewable on both Windows and Mac platforms.
- The individual may utilize hand-drawings and sketches, computer drawings, text, graphics and/or illustration applications, 3D modeling applications. (Note: hand-drawings and sketches should be scanned to attain a digital format.)
- The length of the presentation will be not more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name, if used. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.

- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

**Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical 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 the national level

**Entries**

Each chapter is allowed three (3) entries

**Contestants in all judged 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.**



## (425) Computer Modeling (S)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Individual Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre- submission), Works Cited, one (1) page profile AND signed <a href="#">Release Form</a>(s) in one combined PDF file <i>All points or none are awarded by the technical judge.</i></li> </ul>					10
<b>Complexity/Craftsmanship</b>					
Profile ( <i>not</i> to exceed 1 page) Developed from research following prompt Goals and artistic vision developed for scene/model Provides rationale for submission Portrays personality, era, appropriate details	1-5	6-10	11-15	16-20	
Grammar, spelling, punctuation, and usage Content without errors	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Concept art developed to support prototype	1-5	6-10	11-15	16-20	
Innovative use of technology, advanced techniques	1-5	6-10	11-15	16-20	
Model/Scene is realistic and/or supports goals, contains original content. Model/Scene completed according to established goals for project	1-5	6-10	11-15	16-20	
Materials, lighting, and finishes support project plan with consistency	1-5	6-10	11-15	16-20	
Final model shown at a variety of angles/views	1-5	6-10	11-15	16-20	
Accuracy and/or attention to detail was evident	1-5	6-10	11-15	16-20	
Graphics developed are original and depict and/or increase dramatic or entertainment value of scenario or prompt given	1-5	6-10	11-15	16-20	
<b>Total Complexity/Craftsmanship (180 points maximum)</b>					
<b>Composition</b>					
Execution of Plan Depth of research Goals/Concept Art/Prototypes developed and shared	1-5	6-10	11-15	16-20	
Artistic Layout/Design Principles Aesthetic consistent use of colors, textures, lighting, and finishes	1-5	6-10	11-15	16-20	
<b>Total Composition Points (40 points maximum)</b>					
<b>Creativity</b>					
Work is original fresh ideas, innovative, unique	1-5	6-10	11-15	16-20	
Model/Scene effectively fulfills project goals	1-5	6-10	11-15	16-20	
WOW factor! Model/Scene exceeds expectations	1-5	6-10	11-15	16-20	
Model/Scene is visually appealing, has personality, matches profile, and fits prompts/scenario	1-5	6-10	11-15	16-20	
<b>Total Creativity Points (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (310 points maximum)</b>					

## (425) Computer Modeling (S)

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

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Ability to explain the initial development process	1-5	6-10	11-15	16-20	
Ability to explain the creative/design process	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology	1-5	6-10	11-15	16-20	
Ability to explain development of model, concept art, and prototypes	1-5	6-10	11-15	16-20	
Ability to explain use and development of original media elements	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (120 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or no points per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points	10	
Presentation lasted no longer than ten (10) minutes – 5 points		
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Works Cited (1 copy), and Concept Art/Prototypes (1 copy) at the time of presentation	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 450**

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

## **(430) Video Production Team (S | PS)**

### **Description**

Create a three to five (3:00-5:00) minute video production, based upon the assigned topic.

### **Eligibility**

Any student member may enter this team event. A team will consist of 2-4 members. Contestants participating in state 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 audience is viewers who have money to donate to a worthy cause and are considering yours, but has no real background information about your organization yet. Create a video telling a story which compels viewers to donate money to a cause of your choosing. The video should include a clear call to action (CTA) and easy to follow instructions for viewers to make their donation. The cause must be real and the CTA must allow users to donate real money if they are persuaded by your video to do so.

The video can feature a cause which is local, regional, national, or global. Students should feel empowered to reach out to leaders in their chosen charitable organization for guidance, support, interviews, etc.

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

### **Team must supply**

Digital display

Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

No Internet access will be provided on-site at 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 video editing applications
- Develop a story line using a storyboard and outline
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment

### Specifications:

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a video using various software applications related to video production.
- The final project components, including, but *not* limited to, storyboard, script, and video should be compressed in Zip format and uploaded to a video/file sharing site (Dropbox, etc.)
- For completed projects uploaded to a video/file sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the Works Cited, [Team Entry Form](#) including a clickable URL to the project, and signed [Release Form](#)(s) in one combined PDF file at <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.
- 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 will *not* be accepted.
- Only one (1) team members should complete the submission.
- Materials from non-registered contestants and/or those missing contestant number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of Works Cited, [Team Entry Form](#), including signatures, must be submitted at the time of the presentation at SLC.
- The contestant may utilize audio, text, video, graphics, and animation.
- Use of transitions and continuity must exist in the production.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- No presentation will be performed at the National Level Finals Competition. The video will be judged on technical merit only.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

### Method of evaluation

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical 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 the national level

**Length of Final event (National only)**

No more than three (3) hours to plan, produce, and export production

**Details for Final event (National only)**

- The teams will be have no more than three (3) hours to plan the storyline and complete all production phases including, exporting of video.
- The teams will film their production on site.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- During this time, students may communicate with members of their team via telephone, but may *not* communicate with others concerning the production of their video. This includes communicating with their advisor. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one-minute in length, rendered and exported into a MOV, MP4, AVI, or MPG format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- All materials, other than the required submission materials may *not* be left with judges.

**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.**

## (430) Video Production Team (S | PS)

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

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

### Technical Scoring Rubric

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

Items to Evaluate					Points Awarded	
Required Elements						
• Title	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
• Included more than one camera angle or motion	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
• Included one voice over	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
• Included ending credits	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
• Production free of typos	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
• At least 75% of video footage by team members	<input type="checkbox"/> Y   <input type="checkbox"/> N			10		
Total Required Elements (60 points maximum)						
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded	
Content						
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Team Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre-submission), Works Cited, AND signed <a href="#">Release Form</a>(s) in one combined PDF file</li></ul> <p><i>All points or none are awarded by the technical judge.</i></p>				10		
• Creativity and originality of content	1–5	6–10	11–15			16-20
• Developed and portrayed theme	1–5	6–10	11–15			16-20
• Effectiveness of video message	1–5	6–10	11–15			16-20
• Music and tone (mood)	1–5	6–10	11–15			16-20
Total Content (90 points maximum)						
Quality						
• Focus/Steadiness	1–5	6–10	11–15	16-20		
• Lighting	1–5	6–10	11–15	16-20		
• Color relating to theme	1–5	6–10	11–15	16-20		
• Audio quality (effective use of fades, normalizing, and/or use of sounds, & foley sound)	1–5	6–10	11–15	16-20		
Total Quality (80 points maximum)						
TOTAL TECHNICAL POINTS (230 points maximum)						

## (430) Video Production Team (S | PS)

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

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

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1–5	6–10	11–15	16–20	
Ability to explain the use of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16–20	
Explanation of roles of team members	1–5	6–10	11–15	16–20	
Grammar, spelling, punctuation, and usage: Content without error	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points	10	
Presentation lasted no longer than ten (10) minutes – 5 points		
Documentation submitted at time of check-in: One (1) copy Works Cited, keyed and signed <a href="#">Team Entry Form</a> (1 copy) at time of presentation	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 360**

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

## **(435) Website Design Team (S | PS)**

### **Description**

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

### **Eligibility**

Any student member may enter this team event. A team will consist of 2-4 members. Contestants participating in state 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**

Develop a website to assist with the planning & construction of a bio-friendly home. Website may include: but not be limited to:

- Geothermal
- Earthship Bioshelter
- Wind Energy
- Solar Panel
- Possible challenges with EPA
- Possible challenges with zoning
- Possible challenges with home associations
- Possible challenges with technology/appliances
- Possible challenges with insurance
- Possible challenges with permits
- Features
- Benefits
- Environmental Impact
- Organizations support groups
- Contact Information
- Works Cited –must be included

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

### **Team must supply**

Team must supply one computer loaded with their website for presentation to the judges

No Internet access will be provided on-site at 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)

Props (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 website design
- Demonstrate knowledge of Internet concepts
- 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 more



- Demonstrate awareness of requirements of target audience
- Demonstrate awareness of accessibility concerns
- Provide easy access to multiple major search sites
- Demonstrate knowledge of navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based web languages
- Demonstrate and apply web scripting skills
- Demonstrate leadership and teamwork skills
- Demonstrate personal integrity and apply ethical concepts
- Demonstrate the ability to conform to copyright laws
- Demonstrate problem solving skills
- Demonstrate knowledge of page layout

### Specifications

- This is a pre-submitted event. See instructions for submissions.  
Submit the Works Cited, [Team Entry Form](#), including a clickable URL to the project, and signed [Release Form](#)(s) in one combined PDF file at <http://www.bpa.org/submit> no later than 4:00 p.m. CST on February 7, 2020.
- The team is responsible for securing a signed [Release Form](#) from any individual whose name, photograph, and/or other information included on the website.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect e-mail address for submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Only one (1) team members should complete the submission.
- Materials from non-registered contestants and/or those mission contestant numbers *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the Works Cited, [Team Entry Form](#), including signatures, must be presented at the time of presentation at SLC.  
The website must be available for viewing on the Internet no later than 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.
- The top 12 technical pre-judged teams will administer and present their website at SLC.
- 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](#).)
- The length of the presentation will be no more than ten (10) minutes, followed by not more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at

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

- 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).
- Previously submitted websites used in BPA competition may *not* be submitted.
- Contestants are permitted to use any web development technology or CMS desired by the team in order to complete the event, however use of original code may be scored higher. Examples of these are, but *not* limited to, Microsoft Visual Studio®, Adobe 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.
- All materials, other than the required submission materials may *not* be left with judges.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

### **Length of event**

No more than three (3) minutes set-up time

No more than ten (10) minutes oral presentation

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

Finals may be included at the national level

### **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.**

## (435) Website Design Team (S | PS)

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

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

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Team Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre-submission), Works Cited, AND signed <a href="#">Release Form</a>(s) in one combined PDF file</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Page Layout</b>					
Visual organization is easily understood	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts	1-5	6-10	11-15	16-20	
Consistent format page to page	1-5	6-10	11-15	16-20	
<b>Navigational Theme</b>					
Links present and working	1-5	6-10	11-15	16-20	
Links show consistent formatting	1-5	6-10	11-15	16-20	
Navigational path is clear and logical	1-5	6-10	11-15	16-20	
<b>Graphic Media Use</b>					
Enhances topic					
Creativity through graphic design (template, code, or combined)	1-5	6-10	11-15	16-20	
Originality of graphics (stock or original)	1-5	6-10	11-15	16-20	
Effective use of innovative technology	1-5	6-10	11-15	16-20	
(Ex: original coding, use of SASS, Python)	1-5	6-10	11-15	16-20	
<b>Content</b>					
Well developed	1-5	6-10	11-15	16-20	
Portrays the topic	1-5	6-10	11-15	16-20	
Effectiveness of site	1-5	6-10	11-15	16-20	
<b>Technical</b>					
Cross-browser compatibility	1-5	6-10	11-15	16-20	
Source Code is well organized and meets validation	1-5	6-10	11-15	16-20	
<b>Grammar, Spelling, Punctuation, and Usage</b>	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>TOTAL TECHNICAL POINTS (330 points maximum)</b>					

## (435) Website Design Team (S | PS)

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

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

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain development/design process	1-5	6-10	11-15	16-20	
Ability to explain their use and the development using web languages (source code)	1-5	6-10	11-15	16-20	
Ability to explain their use and development of media elements (graphics, video, audio, etc.)	1-5	6-10	11-15	16-20	
Evidence showing each team member's role in the development of the site and their responses to presentation questions	1-5	6-10	11-15	16-20	
Explanation of Innovative Technology (examples could be: JavaScript, multimedia, social media, search engine optimization, e-commerce, etc.)	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Works Cited (1 copy) keyed and signed <a href="#">Team Entry Form</a> (1 copy)	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 460**

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

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

### **Description**

Create a computer-generated visualization animation, *not* to exceed two (2) minutes, based upon the assigned topic provided.

### **Eligibility**

Any student member may enter this event. A team will consist of 2-4 members. Contestants participating in state 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 an animated tour of a proposed new zoo in the state of Florida. Exhibits must include, but are not limited to: primates, reptiles, an aviary, aquatic animals and at least 2 more animal exhibits of your choice. The target audience will be community leaders and members of business and industry.

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

Particular attention should be paid to the Copyright & Fair Use Guidelines.

### **Team must supply**

Digital presentation tools

Props (optional)x

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

Supporting devices (e.g., extension cord, power supply, etc.). Electrical power will be provided

**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 utilization of various editing software applications
- Demonstrate development of animation within a storyboard
- Demonstrate object color and creating artistic effects
- Demonstrate textures and special effects
- Demonstrate knowledge of transitions, audio, and lighting effects
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate work skills needed to function in an animation environment

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a visual communication utilizing various software applications related to digital animation.
- Animated graphics must be saved as a standard format that can be played on both PC or Mac (i.e. QuickTime videos).
- The final project components, including, but limited to, storyboard and rendered video should be compressed in Zip format and uploaded to a file-sharing site (Dropbox, etc.)

- 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 Works Cited, [Team Entry Form](#), including a clickable URL for the project components (final animation, storyboard, etc.) including signed [Release Form](#)(s) in one combined PDF file at <http://www.bpa.org/submit>, no later than 4:00 p.m. CST on February 7, 2020.
- 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.
- Member ID will be required for all submissions.
- 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 members should complete the submission.
- No changes can be made to the project after the date of submission.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- One (1) copy of the Works Cited, [Team Entry Form](#), including signatures, and storyboard must be submitted at the time of the presentation at SLC.
- Teams may also bring one storyboard for their use during the presentation.
- The team must utilize audio, text, video, graphics, and 3D animation.
- Use of transitions and continuity must exist in the production.
- All text/graphics materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical 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 the national level

### **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.**

## (440) Computer Animation Team (S)

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

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

### Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team used 3D animation software	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)
If no, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic and time limit (2 minutes max)	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, <ul style="list-style-type: none"> <li><a href="#">Team Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre-submission), Works Cited, storyboard AND signed <a href="#">Release Form(s)</a> in one combined PDF file</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Complexity/Craftsmanship</b>					
Assets were original or pre-made, and/or a combination. (point preference may be given for creation of original assets)	1-5	6-10	11-15	16-20	
Innovative use of technology/advanced techniques employed	1-5	6-10	11-15	16-20	
Animation is fluid, natural, and/or supports theme	1-5	6-10	11-15	16-20	
Attention to detail was evident in modeling techniques	1-5	6-10	11-15	16-20	
Attention to detail was evident in animation techniques	1-5	6-10	11-15	16-20	
Camera angles, timing, transitions, and techniques support project objectives	1-5	6-10	11-15	16-20	
<b>Total Complexity/Craftsmanship (120 points maximum)</b>					
<b>Animation</b>					
<b>Squash and Stretch</b> - Illusion of weight and volume is given to the animation, to enhance movement (i.e. tennis ball compressing when hit)	1-5	6-10	11-15	16-20	
<b>Anticipation</b> - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
<b>Staging</b> - Actions clearly communicate to the audience the attitude, mood, reaction or idea of the animation, as it relates to the topic, providing continuity	1-5	6-10	11-15	16-20	
<b>Slow-Out and Slow-In Techniques</b> - Used to simulate natural movements (i.e. fluid motion)	1-5	6-10	11-15	16-20	
<b>Secondary Action(s)</b> - Used to add dimension to the animation. (hair, fur, clothing, flags, water, etc.)	1-5	6-10	11-15	16-20	
<b>Total Animation (100 points maximum)</b>					

## (440) Computer Animation Team (S)

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

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

<b>Technical Scoring Rubric (Continued)</b>					
<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Composition</b>					
<b>Execution of Plan:</b> Concept Art, and Storyboard demonstrate project objectives	1-5	6-10	11-15	16-20	
<b>Artistic Layout/Design Principles:</b> Aesthetic, consistent use of colors and fonts and layout	1-5	6-10	11-15	16-20	
<b>Clarity of Message:</b> Message is attention-grabbing, compelling and/or entertaining Message has a beginning, middle, and an ending and was developed according to topic	1-5	6-10	11-15	16-20	
<b>Entertainment Value:</b> Animation is memorable, entertaining, and/or fulfills objectives Media elements support and/or enhance message	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage: Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>Total Composition (100 points maximum)</b>					
<b>Creativity</b>					
Animation is original Fresh ideas, innovative, unique	1-5	6-10	11-15	16-20	
Effective use of lighting	1-5	6-10	11-15	16-20	
Audio is clear and is used effectively	1-5	6-10	11-15	16-20	
Transitions are effective and smooth	1-5	6-10	11-15	16-20	
<b>Total Creativity (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (410 points maximum)</b>					



## (440) Computer Animation Team (S)

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

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

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Ability to explain the development and design process	1-5	6-10	11-15	16-20	
Ability to explain the use of innovative technology and techniques	1-5	6-10	11-15	16-20	
Ability to explain use and development of media elements or additional assets	1-5	6-10	11-15	16-20	
Explanation of roles of various team members	1-5	6-10	11-15	16-20	
Presentation quality/style	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of presentation: Works Cited (1 copy), keyed and signed <a href="#">Team Entry Form</a> (1 copy), and Storyboard	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 540**

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

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

### **Description**

Create a three to five (3-5) minute news broadcast, containing two (2) different segments (news stories). One news segment should be a live feature story and the other a news packet; a separate video file containing a 15-20 second promo/tease should also be created.

### **Eligibility**

Any secondary student member may enter this event. A team will consist of 2-4 members. Contestants participating in state 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 one packet news story about a BPA activity in your local chapter; the second story should be a live feature story of your team's choice.

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

### **Teams must supply**

Digital presentation tools

Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

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

For National Finals, team must supply a desktop/laptop for editing, camera(s), and tripod(s). Optional items may include: lighting, microphone, and backdrops, etc.

**Business Professionals of America assumes no responsibility for hardware/software provided by the 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 broadcast production
- Develop a script for a news broadcast, within the specified time limits
- Demonstrate scripting techniques to present a clear story
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate proper use of titles, lower thirds, and visual effects
- Apply basic camera techniques
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment
- Demonstrate effective use of b-roll to tell a story
- Demonstrate effective interview techniques
- Demonstrate the importance good audio to enhance broadcast
- Demonstrate appropriate stage presence by on-air talent
- Demonstrate appropriate interview techniques

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- No presentation will be performed for Finals at the National Level.
- Team has the option of being the talent themselves or having other students participate in the process. Professional and non-profit talent is *not* permitted. Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the actual production of the video. However, teams may interview professionals, experts, adults, etc. for various news segments. Professional or non-student individuals who are being only interviewed are *not* considered talent.
- The team will develop a 3-5-minute broadcast news production consisting of:
  - Broadcast Intro
  - Two (2) well-developed news stories (Live and Packet)
  - Teams must research actual events
  - Fictional news stories are *not* permitted
  - An outro music with credits
- The team will also develop a separate 15-20 second promo or tease.
- The team may utilize audio, text, video, graphics, and animation.
- Continuity must exist in the news production.
- Completed projects must be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 15 for settings recommendations.
- Submit the Works Cited, [Team Entry Form](#), including a clickable URL to the broadcast and tease, along with signed [Release Form\(s\)](#), and script in one combined PDF file to <http://www.bpa.org/submit>, no later than 4:00 p.m. CST on February 7, 2020.
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the Works Cited, [Team Entry Form](#), including signatures, must be submitted at the time of the presentation at SLC.
- 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.
- All materials, other than the required submission materials may *not* be left with judges.
- No presentation will be performed at the National Level Finals Competition. The broadcast will be judged on technical merit only.

**Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

**Length of Preliminary event**

No more than three (3) minutes for set-up

No more than ten (10) minutes for the presentation

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

Finals may be included at the national level

**Length of Final event (National only)**

No more than three (3) hours to plan, produce, and export a news 1-minute in length.

**Details for Final event (National only)**

- The teams will have no more than three (3) hours to plan the storyline and complete all production phases including exporting video.
- Teams will each be provided a flash drive containing a graphics and b-roll, which must be included in the news packet.
- No intro/outro used
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- The teams will film their production on site.
- During this time, students may communicate with members of their team via telephone, but may *not* communicate with others concerning the production of their video. This includes communicating with their advisor. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one (1) minute in length, rendered and exported into a .mov, .mp4, .avi, or .mpg format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- All materials, other than the required submission materials may *not* be left with judges.

**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 will *not* be returned and will *not* be available at SLC.**

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

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

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

### Technical Scoring Rubric

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

Items to Evaluate	Select One		Points Possible		Points Awarded
Required Elements					
Includes specified news stories	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Includes an introduction	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Includes a segue [seg-way] between the news stories	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Includes outro (music) with credits/sources	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Includes 15-20 second promo/tease	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Script provided	<input type="checkbox"/> Yes   <input type="checkbox"/> No		20		
Total Required Elements (120) points maximum)					
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Team Entry Form</a> (must be keyed but does <i>not</i> have to be signed for pre-submission), Works Cited, script AND signed <a href="#">Release Form(s)</a> in one combined PDF file <i>All points or none are awarded by the technical judge.</i></li></ul>				10	
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Originality of content	1–5	6–10	11–15	16-20	
Developed storyline (effective use of b-roll and interviews)	1–5	6–10	11–15	16-20	
Segue [seg-way] was used appropriately	1–5	6–10	11–15	16-20	
Effectiveness of production	1–5	6–10	11–15	16-20	
Effectiveness of on-screen talent presence: (Talent projected confidence through speech and body language.)	1–5	6–10	11–15	16-20	
Effectiveness of talent voice: (Spoke clearly, enunciated clearly, and projected voice.)	1–5	6–10	11–15	16-20	
Total Content (120 points maximum)					
Quality					
Videos were in focus/steadiness/shot variety	1–5	6–10	11–15	16-20	
Lighting quality	1–5	6–10	11–15	16-20	
Color quality	1–5	6–10	11–15	16-20	
Audio quality (Effective use of fades, normalizing, and/or use of ambient sounds)	1–5	6–10	11–15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (320 points maximum)					

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

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

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

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Ability to explain the development and design process	1–5	6–10	11–15	16–20	
Ability to explain the use of innovative technology	1–5	6–10	11–15	16–20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1–5	6–10	11–15	16–20	
Explanation of roles of various team members	1–5	6–10	11–15	16–20	
Grammar, spelling, punctuation, and usage: content without errors	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item, are awarded by the proctor per team, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Works Cited (1 copy), keyed and signed <a href="#">Team Entry Form</a> (1 copy)	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 450**

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

## **(490) Digital Communications & Design - Open Event (S | PS)**

### **Description**

This competition assesses knowledge of web design, animation, digital media, desktop publishing and coding.

### **Eligibility**

Any student member may enter this event.

### **Contestant may 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 knowledge of graphic design and rules for layout
- Demonstrate knowledge of design, layout, and typography in presentation text
- Demonstrate knowledge of effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate knowledge of copyright laws
- Demonstrate knowledge of applying geometric methods to solve design problems
- Demonstrate knowledge of HTML
- Demonstrate knowledge of transition and editing techniques
- Demonstrate knowledge of proper use of placement of titles and visual effects
- Demonstrate knowledge of proper use of titles, lower thirds, and visual effects
- Demonstrate knowledge of broadcasting environment
- Knowledge of introductions, segue, and outros

### **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**

# MANAGEMENT, MARKETING, & COMMUNICATION EVENTS

- (500) [Global Marketing Team \(S\)](#)
- (505) [Entrepreneurship \(S | PS\)](#)
- (510) [Small Business Management Team \(S | PS\)](#)
- (515) [Interview Skills \(S | PS\)](#)
- (520) [Advanced Interview Skills \(S | PS\)](#)
- (525) [Extemporaneous Speech \(S\)](#)
- (530) [Contemporary Issues \(PS\)](#)
- (535) [Human Resource Management \(S | PS\)](#)
- (540) [Ethics & Professionalism \(PS\)](#)
- (545) [Prepared Speech \(S | PS\)](#)
- (550) [Parliamentary Procedure Team \(S\)](#)
- (555) [Presentation Management Individual \(S | PS\)](#)
- (560) [Presentation Management Team \(S | PS\)](#)
- (590) [Business Meeting Management Concepts – Open \(S | PS\)](#)
- (591) [Management, Marketing and Human Resources Concepts – Open \(S | PS\)](#)
- (592) [Parliamentary Procedure Concepts – Open \(S | PS\)](#)
- (593) [Project Management Concepts – Open \(PS\)](#)
- (594) [Digital Marketing Concepts – Open \(S | PS\)](#)



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

### **Description**

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

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

- Title Page and Table of Contents
- Synopsis or mini-plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Works Cited
- Supporting documentation (research, charts, brochures, etc.)
- [Team Entry Form](#)

### **Eligibility**

Any secondary student member may enter this event. A team will consist of 2-4 members. Contestants participating in state 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**

Majestic bears in their natural habitat, eagles soaring overhead, a geyser erupting every 44 to 125 minutes—memories that last a lifetime. In operation since 2006, Grand Adventures is a Jackson, Wyoming eco-tourism company that specializes in nature-friendly wildlife, photography, and sightseeing safaris in the Yellowstone and Grand Teton National Park areas. Public and private hiking, biking, kayaking, and whitewater rafting excursions are popular year-round. Experiencing year-over-year growth and positive recognition for their tour offerings and certified personable guides has prompted the owners to consider expanding their eco-friendly operations.

Your firm has been hired to provide a marketing plan for expansion to a second domestic location (within three years) and a vision for future global expansion in one country of your choice (within five years). Be prepared to justify both expansion markets in your marketing plan and your presentation.

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

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

Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

### **Team must supply**

Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels or graphs in presentation

Carry-in and set-up of equipment must be done solely by the teams and take place within the time allotted

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

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

**Business Professionals of America assumes no responsibility for hardware/software provided by the team. 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 management and international business concepts
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Demonstrate effective persuasive and informative communication and presentation skills
- Develop a written marketing plan
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix
- Identify and utilize internal and external resources

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must *not* exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, Works Cited, supporting documentation, and signed [Team Entry Form](#)) The marketing plan must follow the Marketing Plan format in the [Style & Reference Manual](#).
- Any marketing plan submitted beyond the maximum number of pages will be *disqualified*. Only the completed plan with Works Cited (do *not* submit supporting documentation as listed above) and [Team Entry Form](#) *must* be submitted at <http://www.bpa.org/submit> in PDF format no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual conformation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the completed plan, Works Cited, and [Team Entry Form](#), including signatures, must be presented at the time of the presentation at SLC.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.

- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical 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 the national level

### **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.**

## (500) Global Marketing Team (S)

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

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

### Technical Scoring Rubric

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

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Team Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li><li>Marketing Plan with Works Cited - PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, AND WORKS CITED, WILL BE *DISQUALIFIED***

**(500) Global Marketing Team (S)**

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

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

**Presentation Scoring Rubric**

<b>Evaluation of oral presentation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Contribution by all team members	1-5	6-10	11-15	16-20	
Quality of problem solution	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, Marketing Plan, and Works Cited according to the <a href="#">Style &amp; Reference Manual</a>	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy) and Marketing Plan including Title Page, Table of Contents, and Works Cited (1 copy)	10	
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 410**

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

## **(505) Entrepreneurship (S | PS)**

### **Description**

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture.

### **Eligibility**

Any student member may enter this event. This business plan must reflect a new business, *not* an expansion of a current business, subsidiary business, or franchise. If a contestant repeats this event, he/she may *not* submit any previously used business plan. 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.

### **Contestant must supply**

Contestant may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation

Carry-in and set-up of equipment must be done solely by the contestants and take place within the time allotted

No Internet access will be provided on-site at the 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
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills
- Identify and utilize internal and external resources
- Develop a written business plan for a start-up business
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business
- In addition, an analysis of the necessary financial data required to establish their business

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The contestant will develop a business plan for a start-up (*not* existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, contestants may choose to use a fictitious address and telephone number.
- The contestant will demonstrate oral communication skills.

- Entries outlining the purchase of a franchise or existing business do *not* satisfy the topic and are subject to *disqualification*.
- The business plan must *not* exceed fifteen (15) pages, single-sided (excluding the Title page, Table of Contents, Works Cited, and supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#).
- Any business plan submitted beyond the maximum number of pages will be *disqualified*.

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

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Title Page and Table of Contents<br/>(<b>excluded from 15 page maximum</b>)</li> <li>• Executive Summary</li> <li>• Description of proposed business</li> <li>• Objectives of the business</li> <li>• Proposed business strategies</li> <li>• Product(s) and/or service(s) to be provided</li> <li>• Management and ownership of the business</li> <li>• Marketing analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Financial analysis</li> <li>• Supporting documentation (<b>excluded from 15 page maximum</b>) <ul style="list-style-type: none"> <li>○ Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)</li> <li>○ Supporting documents (research, charts, brochures, résumés, etc.)</li> </ul> </li> </ul> |
|---|--|
- 
- Only the completed plan (do *not* submit supporting documentation as listed above), Works Cited and [Individual Entry Form](#), 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.
  - Contestants will receive an automated response confirmation at the time of submission.
  - Individual confirmation of receipt *cannot* be provided.
  - Member ID will be required for all submissions.
  - No fax or mailed copies will be accepted.
  - No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
  - Multiple submissions *cannot* be accepted.
  - The limit for file size is five (5) MB.
  - 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 plan, Works Cited, and the [Individual Entry Form](#), including signatures, must be provided at the time of the presentation at SLC.
  - The length of the presentation will be no less than five (5) minutes and no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
  - No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
  - It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
  - National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

**Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

**Length of event**

No more than three (3) minutes set-up

No less than five (5) and no more than seven (7) minutes oral presentation, including the pitch to the investors

No more than five (5) minutes judges' questions

Finals may be included at the national level

**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.**



## (505) Entrepreneurship (S | PS)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Individual Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li><li>• Business Plan - PDF format</li><li>• Works Cited</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

**ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (15) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, AND WORKS CITED, WILL BE *DISQUALIFIED***

Business Professionals of America Workplace Skills Assessment Program

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## (505) Entrepreneurship (S | PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Oral Presentation Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no less than five (5) minutes or no more than seven (7) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, and Business Plan according to the <a href="#">Style &amp; Reference Manual</a>	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Works Cited and Business Plan including Title Page and Table of Contents (1 copy)	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 320**

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

## **(510) Small Business Management Team (S | PS)**

### **Description**

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At state and national levels, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

### **Eligibility**

Any student 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.

### **Team must supply**

- Pencils or pens
- Computer (optional)
- Portable printer w/paper (optional)
- Presentation device (optional)
- Projection equipment (optional)
- Product props (samples and promotional items) (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

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

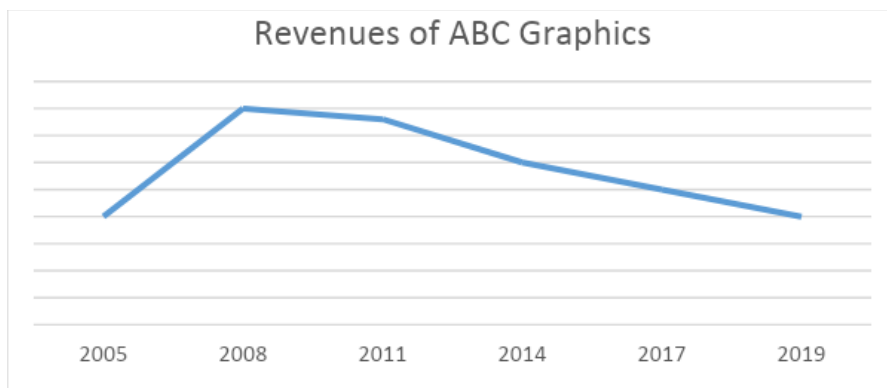
- Analyze needs, prioritize, and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate self-esteem, self- and team-management, and integrity
- Demonstrate a working knowledge of business management concepts
- Apply critical thinking skills to make decisions and solve problems
- Demonstrate a working knowledge of entrepreneurial concepts
- Identify key issues
- Document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Negotiate business solutions
- Develop and implement an action plan
- Perform a SWOT analysis
- Apply problem solving techniques
- Organize ideas and communicate orally in group presentation
- Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations

## Specifications

- All materials (props, displays, samples, gifts, etc.) other than the required submission, may *not* be left with judges.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- One (1) copy of the [Team Entry Form, including signatures](#), must be presented at SLC at both the Preliminary and Final Competition (if needed based on the number of total teams registered).
- Cell phones may *not* be used in the preparation room.
- No advisor contact will be allowed between the time of the receiving the topic and the delivery.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than ten (10) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

## Initial Case Study Topic:

Fred Jackson, owner of ABC Graphics, has noticed that his company has lost a significant amount of revenue over the past few years. Mr. Jackson opened his business in 2005 after graduating from a graphic design program. He is very knowledgeable in the tools used in the graphic design industry. At first, his company thrived and Mr. Jackson was the recipient of many local awards for his successful business. His success continued through 2008 where revenues plateaued and then starting in 2011 began to steadily decrease. This is depicted on the graph below.



Mr. Jackson was concerned that the market had potentially become saturated and that all graphic design businesses were suffering. However, after doing some market research, there are newer companies opening, charging similar prices and are continuing to be successful. The research also showed that most organizations are still paying other companies to complete their graphic design work rather than completing it through their own employees.

ABC Graphics has on staff a salesman and an administrative assistant. Mr. Jackson completes all the graphic work himself. The salesman's job is to find opportunities for Mr. Jackson to complete work for companies. The salesman then takes Mr. Jackson's designs to the companies for their final approval and purchase. Mr. Jackson hired the salesman in 2008 when he noticed that sales began slowing down. The salesman has provided ample opportunity for graphics to be sold, but the final products are not being bought. Most potential clients prefer the design of a competing graphics company.

Prepare a presentation for Mr. Jackson with your suggestions for his company including, but not limited to, the questions below.

1. What might be a reason that organizations are buying artwork/logos from other graphics companies and not ABC Graphics?
2. What are some potential marketplace influences that could be affecting ABC Graphics' revenue stream?
3. What is the business lacking to meet the needs of an ever-changing market?
4. What changes should the owner make to foster/develop future success?

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

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than five (5) minutes orientation

No more than thirty (30) minutes preparation time

No more than three (3) minutes set-up in presentation room

No more than ten (10) minutes presentation time

No more than ten (10) minutes judges' questions

Finals may be required at state and national levels

### **Equipment/supplies provided**

Case problem

### **Preparation room**

If desired, team may bring one (1) laptop/notebook computer, portable printer with paper, projection equipment, software, poster board, and markers for use in the preparation room.

### **Contest presentation**

Team may use one laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.

### **Entries**

Each chapter is allowed one (1) entry

**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.**

**(510) Small Business Management Team (S | PS)**

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

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

**Presentation Scoring Rubric**

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of managerial and entrepreneurial concepts	1-5	6-10	11-15	16-20	
Implementation of plan	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

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

**(510) Small Business Management Team (S | PS)**

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

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

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.	<b>Possible Points</b>	<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals (if a finals round is needed)</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 170**

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

## **(515) Interview Skills (S | PS)**

### **Description**

Assess proficiency in job search and interview situations.

### **Eligibility**

Contestant may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* be repeated. 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.

### **Contestant must supply**

One (1) copy of their résumé and cover letter.

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

### **Competencies**

- Apply technical writing skills to produce cover letter and résumé
- Demonstrate knowledge of employability search
- Apply research to determine qualifications for jobs
- Produce cover letter and résumé
- Demonstrate quality grooming through proper dress
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the [Style & Reference Manual](#).
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- The [Individual Entry Form](#), résumé and cover letter must be uploaded as three (3) separate PDF files by 4:00 p.m. CST on February 7, 2020 at <http://www.bpa.org/submit>.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills can be accepted after February 7, 2020.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.



- The cover letter must be addressed as follows:  
Ms. Julie Smith, Manager  
Human Resources Department  
Professional Business Associates  
5454 Cleveland Avenue  
Columbus, OH 43231-4021
- One (1) copy of the résumé *may* be used for reference by the contestant during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- One (1) copy of the résumé, cover letter, and [Individual Entry Form, including signatures](#), must be submitted at the time of the interview at SLC.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

### **Length of event**

No more than fifteen (15) minutes for interview

Finals may be included at the national level

### **Entries**

Each chapter is allowed one (1) entry

**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.**

## (515) Interview Skills (S | PS)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Individual Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li><li>• Cover Letter - PDF format</li><li>• Résumé - PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Cover Letter (Does <i>not</i> need to follow the <a href="#">Style &amp; Reference Manual</a>, but should be business letter format)</b>					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Résumé</b>					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (515) Interview Skills (S | PS)

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

Contestant Number \_\_\_\_\_

### Interview Scoring Rubric

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.	<b>Points Awarded</b>
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Cover Letter (1 copy) and Résumé (1 copy)	10
<b>TOTAL SPECIFICATION POINTS (10 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 420**

Business Professionals of America Workplace Skills Assessment Program

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September 1, 2019

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## **(520) Advanced Interview Skills (S | PS)**

### **Description**

Assess advanced proficiency in job search, interview situations, and portfolio development.

### **Eligibility**

Contestant may *not* enter both Interview Skills and Advanced Interview Skills in the same year.

Advanced Interview Skills may be repeated. 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.

### **Contestant must supply**

One (1) copy of résumé and cover letter for SLC.

One (1) copy of portfolio, hardcopy or digital.

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

### **Competencies**

- Demonstrate interpersonal skills
- Demonstrate knowledge of employability search
- Apply technical writing skills to produce cover letter and résumé
- Demonstrate effective communication skills
- Create and effectively use an employment portfolio
- Apply research to determine qualifications for jobs
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Apply research to determine qualifications for jobs

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the [\*Style & Reference Manual\*](#).
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- The [\*Individual Entry Form\*](#), résumé and cover letter must be uploaded as three separate PDF files by 4:00 p.m. CST on February 7, 2020 at <http://www.bpa.org/submit>.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Advanced Interview Skills can be accepted after February 7, 2020.

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- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.
- The cover letter must be addressed as follows:  
 Ms. Julie Smith, Manager  
 Human Resources Department  
 Professional Business Associates  
 5454 Cleveland Avenue  
 Columbus, OH 43231-4021
- Contestant *may* choose to use a paper portfolio or an electronic portfolio.
  - Paper portfolios may *not* be larger than 8 ½"x11"
  - Paper portfolio pages must be placed in plastic sheet protectors
  - Electronic portfolios may be displayed on a notebook/laptop computer or tablet.
- Portfolio will *not* be submitted; the contestant will take the portfolio into the interview to be used to demonstrate job competence. **Portfolios must not be left with judges.**
- No Internet access will be provided on-site at SLC; however, contestants may provide their own access to be used only for access to and their presentation of their portfolio.
- Contestants may access the Internet through a mobile hotspot or a hotspot on a cellular phone. If a contestant chooses to use their own device(s) to access the Internet, the device(s) must be set up prior to entering the presentation room. The cellular phone may *only* provide Internet access when used as a hotspot or be the sole source used to display the portfolio. Contestants may *not* use the device for any other purpose during their presentation.
- No time will be given for set-up of equipment. If notebook/laptop or tablet is used it can only be set up by contestant.
- Contestants may *not* use any type of projection device. (Table-top projection screens, TVs, or other types of displays will *not* be allowed.)
- One (1) copy of the résumé may be used for reference by the contestant during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- One (1) copy of the résumé, cover letter, and [Individual Entry Form, including signatures](#), must be submitted at the time of the interview at SLC.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Advanced Interview Skills contest.

### **Method of evaluation**

Technical Scoring Rubric (top 12 contestants will advance to SLC for Presentation Scoring)

Presentation Scoring Rubric (top 12 contestants based on pre-judged Technical Scoring Rubric)

### **Length of event**

No more than fifteen (15) minutes for interview

Finals may be required at the national level

### **Entries**

Each chapter is allowed one (1) entry

**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.**

## (520) Advanced Interview Skills (S | PS)

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

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Individual Entry Form</a> - PDF form (must be keyed but does <i>not</i> have to be signed for pre-submission)</li><li>• Cover Letter - PDF format</li><li>• Résumé - PDF format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Cover Letter (Does <i>not</i> need to follow the <a href="#">Style &amp; Reference Manual</a>, but should be business letter format)</b>					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Résumé</b>					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (170 points maximum)</b>					

## (520) Advanced Interview Skills (S | PS)

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

Contestant Number \_\_\_\_\_

### Interview Scoring Rubric

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

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Cover Letter (1 copy) and Résumé (1 copy)	10	
<b>TOTAL SPECIFICATION POINTS (10 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 440**

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## **(525) Extemporaneous Speech (S)**

### **Description**

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

### **Eligibility**

Any secondary student member may enter this contest. The event may be repeated.

### **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 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.
- 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.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The speech will be stopped at four (4) minutes.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than ten (10) minutes preparation

No less than two (2) and no more than four (4) minutes oral presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

### **Equipment/Supplies provided**

Three (3) note cards for preparation of presentation

### **Entries**

Each chapter is allowed one (1) entry

**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.**



## (525) Extemporaneous Speech (S)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Evaluation of Speech	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, Appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, word pictures, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to decide, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Presentation lasted no less than two (2) and no more than four (4) minutes	10	
Did <i>not</i> use any materials other than those specified for the event	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

**SPEECH WILL BE STOPPED AT FOUR (4) MINUTES**

## **(530) Contemporary Issues (PS)**

### **Description**

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

### **Eligibility**

Any post-secondary student member may enter this contest. The event may be repeated.

### **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 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.
- 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 three (3) minutes and no more than five (5) minutes.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is (1) minute remaining during the speaking time.
- **The speech will be stopped at five (5) minutes.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than ten (10) minutes preparation

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

No time is allotted for judges' questions

Finals may be included at state and national levels

### **Equipment/supplies provided**

Three (3) note cards for preparation of presentation

### **Entries**

Each chapter is allowed one (1) entry

**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.**

Business Professionals of America Workplace Skills Assessment Program

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## (530) Contemporary Issues (PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Evaluation of Speech	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, Appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, word pictures, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to decide, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Presentation lasted no less than three (3) and no more than five (5) minutes	10	
Did <i>not</i> use any materials other than those specified for the event	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

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

## **(535) Human Resource Management (S | PS)**

### **Description**

Assess interpretation of personnel policies and knowledge of human resource management.

### **Eligibility**

Any student member may enter this contest. The event may be repeated.

### **Contestant must supply**

[Human Resources Manual](#)—The HR Manual is a *guideline* and should be used as the ultimate authority when the manual contains specific related information.

Sharpened No. 2 pencils, pens

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

### **Competencies**

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Model behaviors that demonstrate support for the organization's mission and ensure quality service in order to provide quality human services to clients
- Describe, assess, and demonstrate rules and laws which should be followed in a human services setting to promote occupational safety and health
- Model ethical and legal conduct while working in the human services industry
- Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human services setting
- Describe and apply technical knowledge and skills required in the human services area
- Select and employ available human resources to accomplish team objectives in the human services setting

### **Specifications**

- The contestant will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc.
- The contestant will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Only the [Human Resources Manual](#), along with three (3) note cards for note taking, may be used in the preparation room.
- Cell phones may *not* be used in the preparation room.
- Only the three (3) note cards may be used in the presentation room. The [Human Resources Manual](#) may *not* be used during the presentation.
- The contestant will speak before a panel of judges and a timekeeper.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at five (5) minutes.**

**Method of evaluation**

Judge's Scoring Rubric

**Length of event**

No more than twenty (20) minutes preparation time

No less than three (3) and no more than five (5) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

**Equipment/supplies provided**

Case scenario

Three (3) note cards

**Entries**

Each chapter is allowed one (1) entry

**Contestants are encouraged to bring the [\*Human Resources Manual\*](#) with them for reference in the preparation room.**

**Contestants are expected to familiarize themselves with the manual prior to competition. It is permissible to write notes in the manual prior to preparation time.**

**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.**

## 535) Human Resource Management (S | PS)

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

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Opening:</b> Introduction of case study	1–5	6–10	11–15	16–20	
<b>Effectiveness of presentation:</b> Purpose achieved, logically organized, clearly understood	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation, gestures, poise, eye contact	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Solution to case study:</b> Quality of solution Development of subject matter Depth of research	1–5	6–10	11–15	16–20	
<b>Problem solving skills</b>	1–5	6–10	11–15	16–20	
<b>Response to Judges' questions</b>	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Presentation lasted no less than three (3) and no more than five (5) minutes.	10	
Did <i>not</i> use any materials other than those specified for the event.	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

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

## **(540) Ethics & Professionalism (PS)**

### **Description**

Explore the application of ethical frameworks to various aspects used in business today.

### **Eligibility**

Any post-secondary student member may enter this contest.

### **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 basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Demonstrate problem solving abilities

### **Specifications**

- The contestant will be given a scenario dealing with ethics or professionalism. Please refer to the [\*Ethics & Professionalism Resources Manual\*](#) as a guide when preparing for the event.
- The contestant will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- Only the [\*Ethics & Professionalism Resources Manual\*](#), along with three (3) note cards for note taking, may be used in the preparation room.
- Cell phones may *not* be used in the preparation room.
- Only the three (3) note cards may be used in the presentation room. The [\*Ethics & Professionalism Resources Manual\*](#) may *not* be used during the presentation.
- The contestant will speak before a panel of judges and a timekeeper.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at seven (7) minutes.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than twenty (20) minutes preparation time

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

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

**Equipment/supplies provided**

Case scenario

Three (3) note cards

**Entries**

Each chapter is allowed two (2) entries

**Contestants are expected to familiarize themselves with the *Ethics and Professionalism Resources Manual* prior to competition.**

**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.**



## (540) Ethics & Professionalism (PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Opening:</b> Introduction of case study	1–5	6–10	11–15	16–20	
<b>Effectiveness of presentation:</b> Purpose achieved, logically organized, clearly understood	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation, gestures, poise, eye contact	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Solution to case study:</b> Quality of solution Development of subject matter Depth of research	1–5	6–10	11–15	16–20	
<b>Problem solving skills</b>	1–5	6–10	11–15	16–20	
<b>Response to judges' questions</b>	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		Points Awarded
Presentation lasted no less than five (5) and no more than seven (7) minutes	10	
Did <i>not</i> use any materials other than those specified for the event.	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

**PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES**

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## **(545) Prepared Speech (S | PS)**

### **Description**

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally.

### **Eligibility**

The event may be repeated, but the topic may *not*. A contestant may *not* participate in Prepared Speech and either Presentation Management Individual or Presentation Management Team 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 no less than five (5) and no more than seven (7) minutes.
- This is a **pre-submitted event for Oklahoma BPA SLC ONLY**, with the top 12 advancing to SLC.
- For pre-judging, the complete (videotaped) speech presentation should be compressed and 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 Works Cited, Speech Outline, and [Individual Entry Form](#) including a clickable URL to the videotaped speech in one combined PDF file to <http://www.bpa.org/submit> no later than 4:00 p.m. CST on February 7, 2020.
- 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](#).)
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Materials from non-registered contestants, those missing contestant numbers, or those uploaded after the pre-submission deadline cannot be accepted.
- No changes can be made after the date of submission.

- The length of set-up will be no more than one (1) minute. The oral presentation will be no less than five (5) minutes and no more than seven (7) minutes long. **The speech will be stopped at seven (7) minutes.**
- One (1) copy of the signed [Individual Entry Form](#), Works Cited, and Speech Outline must also be submitted at the time of the presentation at SLC. Format of Works Cited and Outline must be according 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](#).)
- All copies submitted at SLC should be on 8½”x11” plain, white non-glossy paper. Copies of the required materials should be collated and stapled as separate sets. No binders will be accepted
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each contestant’s speech, however, must be the result of his/her own efforts.
- No time warnings will be given.
- The contestant may use notes or note cards. A flip chart, posters, and/or props may be used.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- No electric/electronic equipment may be used.
- A topic may *not* be repeated.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

### **Method of evaluation**

Oral Presentation Scoring Rubric (top 12 contestants based on Pre-Judged Oral Presentation Scoring Rubric advance to SLC). Pre-judged scores DO NOT carry forward and are NOT calculated into SLC oral presentation scoring.

### **Length of event:**

No more than one (1) minute set-up

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

No time is allotted for judges’ questions

Finals may be included at the national level

### **Entries**

Each chapter is allowed two (2) 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.**

## (545) Prepared Speech (S | PS)

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

Contestant Number \_\_\_\_\_

### Pre-Judged Oral Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. • <a href="#">Individual Entry Form</a> with shared video file URL - (must be keyed but does not have to be signed for pre-submission), Works Cited, and Speech Outline in one combined PDF <i>All points or none are awarded by the technical judge.</i>				10	
Speech Outline and Works Cited were formatted according to the <a href="#">Style &amp; Reference Manual</a> .				10	
Set-up lasted no more than one (1) minute – 5 points Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes – 5 points				10	
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Content:</b> Development of subject matter, depth of research	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (190 points maximum)</b>					

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

**SPEECH WILL BE STOPPED AT SEVEN MINUTES**

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## (545) Prepared Speech (S | PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Content:</b> Development of subject matter, depth of research	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (160 points maximum)</b>					

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

## (545) Prepared Speech (S | PS)

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

Contestant Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no more than one (1) minute – 5 points Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and <a href="#">signed Individual Entry Form</a> (1 copy), Works Cited (1 copy), and Speech Outline (1 copy). <i>Must have copies for preliminaries and finals</i>	10	
Speech Outline and Works Cited were formatted according to the <a href="#">Style &amp; Reference Manual</a> .	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 190**

**SPEECH WILL BE STOPPED AT SEVEN MINUTES**

## **(550) Parliamentary Procedure Team (S)**

### **Description**

Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

### **Eligibility**

Any secondary student member may enter this team event. A team consists of 4-8 members.

### **Team must supply**

*Robert's Rules of Order Newly Revised* (current edition)

Sharpened No. 2 pencil or pen for secretary's minutes

Gavel

Hard copy published and/or unpublished reference materials in the **preparation room only**

**Open & Closing a Meeting scripts in the preparation room only**

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

### **Competencies**

- Demonstrate understanding of parliamentary procedure
- Apply understanding of a democratic process of making a decision
- Apply effective practices for conducting a business meeting
- Demonstrate understanding of time management
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate effective communication and presentation skills
- Demonstrate ability to process specified motions

### **Specifications**

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- Each team will be allowed a preparation period of fifteen (15) minutes immediately preceding its appearance for the event. Only team members will be allowed in the preparation room.
- A blank 3"x5" index card will be provided for each team member.
- No advisor contact from time of preparation to completion of presentation is allowed.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- Suggested Procedure – officers should be seated at the head table; the Secretary should be seated to the right of the Chairperson and parliamentarian to the left.
- After the opening ceremony, the chairperson must acknowledge a quorum and then ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.
- The Secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.

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- The Secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the Secretary's notes. Secretary's Notes will be verified for content only.
- Each team will be limited to a maximum of fifteen (15) minutes for parliamentary demonstration. A warning card will be shown five (5) minutes before the maximum time and one (1) minute before the maximum time.
- **The parliamentary presentation will be stopped at fifteen (15) minutes.**
- Up to five (5) minutes will be allowed each team for questions by the judges. These questions will be directed to the chairperson for any team member to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- All team members must take an objective parliamentary procedure test. All team members must test at the same time. The average score of the team members will be added to the team score.
- Contestants may choose their own attire in accordance with the BPA Dress Code. Uniforms are *not* required.
- *Robert's Rules of Order Newly Revised (current edition)* will be the authority for this event. Any parliamentary procedure reference materials (published or unpublished) will be allowed in the **preparation room only**. Each team member may have one 3" x 5" note card during the presentation, but may *not* refer to the authority during the presentation.
- All written materials, as well as spoken presentations, must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to [Graphic Standards](#) in the [Style & Reference Manual](#).)
- A [Team Entry Form](#), including signatures, must be presented at SLC at both the Preliminary and Final presentation (if a finals round is needed based on total teams registered).

### Method of evaluation

Judge's Scoring Rubric

Objective Test: **ALL** team members must test **at the same time on-site at SLC** (see SLC conference schedule for details). Competitors will complete a unique objective test on-site together as a team at SLC. The average for each team's objective test scores will be calculated into the final score for this event.

### Length of event

Objective test taken per conference schedule

No more than fifteen (15) minutes preparation time

No more than fifteen (15) minutes parliamentary demonstration

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

### Equipment/supplies provided

Test/Agenda

Blank sheet of paper for Secretary's minutes

One 3"x5" index card for each team member

American flag

### Entries

Each chapter is allowed two (2) entries

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



## **Opening a Meeting**

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the members a well-planned and organized meeting. This will make meetings more orderly and effective.

### **The Opening Ceremony**

#### **President**

*(Stands and raps the gavel once for attention.)* The meeting will come to order. We are now holding a meeting of Business Professionals of America. Mr. /Madam Vice President, what are the major purposes of our professional organization?

#### **Vice President**

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

#### **President**

May we accomplish these objectives? Mr. /Madam Vice President, will you please present the other officers?

#### **Vice President**

With pleasure, I introduce:

*(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)*

Mr. /Madam President, the officers are at their stations.

#### **President**

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag?

*(Raps the gavel three times to call the members and guests to stand. The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)*

#### **Everyone**

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

#### **President**

Fellow members and guests, join me in stating why we are here.

#### **Everyone**

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

#### **President**

Please be seated.

## **Closing a Meeting**

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted.

### **Equipment and Supplies**

Gavel

### **The Ceremony**

#### **President**

Mr. /Madam Secretary, do you know of any further business which should be transacted at this time?

#### **Secretary**

*(Rises, replies, and sits down.)* I have none, Mr. /Madam President.

#### **President**

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

## (550) Parliamentary Procedure Team (S)

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

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

### Presentation Scoring Rubric/Criteria

#### Judge 1 Only

Evaluation Criteria	Non- Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
<b>Chairperson's presiding ability</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Clarity and correctness of business transactions</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Total Points Awarded by Judge 1 Only (120 points maximum)</b>						

#### Judge 2 Only

Evaluation Criteria	Non- Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
<b>Followed voting procedures</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Judges' questions</b>						
Question #1	0	1-3	4-6	7-9	10	
Question #2	0	1-3	4-6	7-9	10	
Question #3	0	1-3	4-6	7-9	10	
<b>Total Points Awarded by Judge 2 Only (90 points maximum)</b>						

## (550) Parliamentary Procedure Team (S)

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

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

### Presentation Scoring Rubric/Criteria

#### Judge 3 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
<b>General participation by members, including secretary.</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Quality of discussion and power of expression, communication skills, and poise.</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Total Points Awarded by Judge 3 Only (120 points maximum)</b>						

**Total Parliamentary Presentation Points = 330 points maximum**

### Specification Scoring Rubric

<b>Specification Points:</b> All points or none per item are awarded by Judge 3 only per team.		<b>Points Awarded</b>
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals (if needed)</i>	10	
Included Opening and Closing ceremonies	10	
Followed designated order of business	10	
Secretary's handwritten notes of the meeting prepared in a legible manner	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (50 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 380 + the average of the team members' scores from the Objective Test**

## **(555) Presentation Management Individual (S | PS)**

### **Description**

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

### **Eligibility**

A contestant may *not* participate in more than one of the following events in the same year: Presentation Management Individual and Prepared Speech. A previously used presentation may *not* be used.

### **Topic**

TAL Manufacturing has struggled to keep and maintain quality staff over the past five years. Employee turnover and retention has become so difficult that the company may have to close operations. Loyal, highly skilled staff continue to retire in record numbers, and new hires rarely stay over three years. A recent survey by The Harris Poll reported 93 percent of employers agreed a good onboarding (organizational socialization) experience was a critical factor to a new hire's longevity. Even small businesses benefit from effective employee onboarding programs by helping build a solid foundation, improve morale, and increase both retention and productivity. As the newest member of the Human Resources Department, your first assignment is to research and present innovative, yet cost-effective, employee onboarding strategies that can be successfully integrated into your company culture.

Things to consider, but not limited to include:

- Importance of attracting and keeping quality employees
- Cost-effective, onboarding strategies appropriate for a small business
- Advantages and disadvantages of each strategy you present
- Limit your presentation to the strategies only; not to specific companies that provide products
- Use data to support your presentation
- Follow Copyright Guidelines when using company logos and likenesses

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

### **Contestant must supply**

Presentation device/Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

Props (optional)

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

Contestants 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 contestant 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

- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation

## Specifications

- This is a **pre-submitted event for Oklahoma BPA SLC ONLY**, with the top 12 advancing to SLC.
- For pre-judging, the complete (videoed) multimedia presentation should be compressed and 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 Works Cited, [Individual Entry Form](#) including a clickable URL to the presentation, and signed [Release Form](#)(s) in one combined PDF file at <http://www.bpa.org/submit> no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Materials from non-registered contestants, those missing contestant numbers, or those uploaded after the pre-submission deadline cannot be accepted.
- No changes can be made after the date of submission.
- The contestant shall design a computer-generated multimedia presentation on the assigned topic.
- The contestant is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- Contestant should use space, color, and text as design factors.
- Use of graphics, including charts, is to be a part of the presentation.
- The length of set-up will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the [Individual Entry Form, including signatures](#), signed Release Form(s), and Works Cited must be submitted at the time of the presentation at SLC.
- Format of Works Cited must be according to [Style & Reference Manual](#).
- If the Business Professional of America logo is used, graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The contestant is responsible for securing a signed [Release Form](#)(s) from any individual whose name, photograph, and/or other information is included in the presentation.
- The presentation content must be on the contestant's computer hard drive, a CD-ROM/DVD, or a USB drive.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

**Method of evaluation**

Presentation Scoring Rubric (top 12 contestants based on Pre-Judged Presentation Scoring Rubric advance to SLC). Pre-judged scores DO NOT carry forward and are NOT calculated into SLC presentation scoring.

**Length of event**

No more than three (3) minutes for set-up

No less than seven (7) and no more than ten (10) minutes for oral presentation

No more than five (5) minutes judges' questions

Finals may be included at the national level

**Entries**

Each chapter is allowed three (3) entries

**Ideas presented become the property of Business Professionals of America.**

**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 *cannot* be returned.**

## (555) Presentation Management Individual (S | PS)

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

Contestant Number \_\_\_\_\_

### Pre-Judged Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Individual Entry Form</a> with shared video file URL - (must be keyed but does not have to be signed for pre-submission), Works Cited, and signed <a href="#">Release Form</a>(s) in one combined PDF file</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Works Cited formatted according to the <a href="#">Style &amp; Reference Manual</a>				10	
Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points				5	
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (225 points maximum)</b>					

*Top 12 pre-judged individual presentations advance to SLC presentation.*

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

Business Professionals of America Workplace Skills Assessment Program

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## (555) Presentation Management Individual (S | PS)

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

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (220 points maximum)					

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

**(555) Presentation Management Individual (S | PS)**

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

Contestant Number \_\_\_\_\_

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Works Cited (1 copy), and signed <a href="#">Release Form</a> (s) (1 copy) at time of presentation	10	
Works Cited formatted according to the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS =250**

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

## **(560) Presentation Management Team (S | PS)**

### **Description**

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

### **Eligibility**

A team will consist of 2-4 members. A contestant may *not* participate in more than one of the following events in the same year: Presentation Management Team and Prepared Speech. A previously used presentation may *not* be used.

### **Topic**

For six years in a row, Google landed the top spot on *Fortune Magazine's* prestigious "Best Companies to Work For" list. Famous for its innovative company culture and enviable employee perks (free gourmet food, nap pods, laundry services, and prized parental-leave policies), the industry leader continues to thrive year after year.

With 50+ employees, your company is obviously operating on a much smaller scale than industry giant Google. However, like Google, your company recognizes the power of creating and maintaining a positive employee culture that is open to change and innovation. Your team has been assigned the task of creating a presentation for management with suggestions to improve and innovate the existing company culture.

Things to consider, but not limited to include:

- Importance of company culture for a small business
- Significance of hiring individuals who fit your company culture
- Perks and other positive employee engagement initiatives
- Advantages and disadvantages of your suggestions
- Financial considerations and/or constraints
- Use data to support your presentation
- Follow Copyright Guidelines when using company logos and likenesses

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

### **Team must supply**

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

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

## Competencies

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate effective teamwork skills needed to function in a business setting
- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation

## Specifications

- This is a **pre-submitted event for Oklahoma BPA SLC ONLY**, with the top 12 teams advancing to SLC.
- For pre-judging, the complete (videoed) multimedia presentation should be compressed and 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 Works Cited, [Team Entry Form](#) including a clickable URL to the presentation, and signed [Release Form\(s\)](#) in one combined PDF file at <http://www.bpa.org/submit> no later than 4:00 p.m. CST on February 7, 2020.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Materials from non-registered contestants, those missing contestant numbers, or those uploaded after the pre-submission deadline cannot be accepted.
- No changes can be made after the date of submission.
- The team shall design a computer-generated multimedia presentation on the assigned topic.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The presentation should use space, color, and text as design factors.
- Use of graphics, including charts, is to be a part of the presentation.
- The length of set-up will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All members of the team must participate in the "live" presentation.
- All team members must participate in order to be ranked.
- All team members may confer on the questions and are encouraged to share in the responses.
- One (1) copy of the [Team Entry Form, including signatures](#), signed Release Form(s), and Works Cited must be submitted at the time of the presentation at SLC.
- Format of Works Cited must be according to [Style & Reference Manual](#).
- If the Business Professionals of America logo is used, graphic materials must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- The team is responsible for securing a signed [Release Form](#) from any individual whose name, photograph, and/or other information is included in the presentation.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.

**Method of evaluation**

Presentation Scoring Rubric (top 12 teams based on Pre-Judged Presentation Scoring Rubric advance to SLC). Pre-judged scores DO NOT carry forward and are NOT calculated into SLC presentation scoring.

**Length of event:**

No more than three (3) minutes set-up

No less than seven (7) and no more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at the national level

**Entries**

Each chapter is allowed two (2) entries

**Ideas presented become the property of Business Professionals of America.**

**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 competition *cannot* be returned.**

## (560) Presentation Management Team (S | PS)

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

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

### **Pre-Judged Presentation Scoring Rubric**

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Team Entry Form</a> with shared video file URL - (must be keyed but does not have to be signed for pre-submission), Works Cited, and signed <a href="#">Release Form</a>(s) in one combined PDF file</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Works Cited formatted according to the <a href="#">Style &amp; Reference Manual</a>				10	
Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points				5	
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (225 points maximum)</b>					

*Top 12 pre-judged team presentations advance to SLC presentation.*

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

**(560) Presentation Management Team (S | PS)**

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

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

**Presentation Scoring Rubric**

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Participation by all team members	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (240 points maximum)</b>					

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

**(560) Presentation Management Team (S | PS)**

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

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

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: keyed and signed <a href="#">Team Entry Form</a> (1 copy), Works Cited (1 copy), and signed <a href="#">Release Form</a> (s) at time of presentation	10	
Works Cited formatted according to the <a href="#">Style &amp; Reference Manual</a>	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 280**

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



## **(590) Business Meeting Management Concepts – Open Event (S | PS)**

### **Description**

To provide a general competitive event addressing business meeting management which incorporates fundamental concepts accepted as good practices in any business unit including business planning and strategy, organization and execution, trust and transparency.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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**

The competencies assessed relate to the *Meeting and Business Event Competency Standards* produced by Meeting Professionals International.

- **Manage all aspects of project for success of event**
  - Plan meeting or event project
  - Manage event finances and budget
  - Manage monetary transactions
  - Perform administrative tasks
  - Acquire staff and volunteers
  - Train staff and volunteers
  - Create meeting or event design
  - Engage speakers and performers
  - Coordinate food and beverage services
- **Develop plan for managing movement of attendees**
  - Manage site
  - Select site and design site layout
- **Manage on-site communications**
  - Manage marketing materials
  - Manage meeting or event merchandise
- **Exhibit professional behavior**
- **Conduct business communications**

### **Method of evaluation**

Objective Test (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**

## **(591) Management, Marketing & Human Resources Concepts – Open Event (S | PS)**

### **Description**

Assess knowledge of management, marketing, and human resources concepts.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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 knowledge of general management, marketing, and human resources concepts
- Demonstrate knowledge of basic employability skills
- Demonstrate knowledge of human relations skills
- Demonstrate knowledge of business finances
- Demonstrate knowledge of the stock market
- Demonstrate knowledge of entrepreneurship and start-up businesses
- Demonstrate knowledge of international business
- Demonstrate knowledge of economic challenges
- Demonstrate knowledge of economic awareness
- Demonstrate knowledge of management concepts

### **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**

## **(592) Parliamentary Procedure Concepts – Open Event (S | PS)**

### **Description**

Assess knowledge of parliamentary procedure. Test questions are based on the *Dunbar's Manual of Parliamentary Procedure Test Questions I*.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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 knowledge of parliamentary principles
- Demonstrate knowledge of parliamentary terminology
- Identify the various kinds of motions (main, subsidiary, privileged, incidental)
- Identify the characteristics of various motions
- Describe voting methods, techniques, and rules
- Identify debatable and non-debatable motions
- Identify techniques for conducting a meeting

### **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**

## **(593) Project Management Concepts – Open Event (PS)**

### **Description**

To provide a general competitive event addressing contestant's knowledge of basic project management practices and terminology that is used independent of a specific methodology.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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 understanding of basic project phases (initiating, planning, executing, controlling, and closing)
- Demonstrate the use of work breakdown structures and how they are used
- Demonstrate the difference between project management and portfolio management
- Demonstrate the understanding and importance of risk management and levels of risk
- Demonstrate the understanding of break-even costs and calculations

### **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**

## **(594) Digital Marketing Concepts – Open Event (S | PS)**

### **Description**

Assess knowledge of digital marketing concepts.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens

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**

- Identify the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.
- Demonstrate effective marketing research procedures and findings to assess credibility.
- Describe types of digital advertising strategies that can be used to achieve promotional goals.
- Understand design principles to communicate needs to designers.
- Assess advertisements to ensure achievement of marketing communications goals/objectives.
- Demonstrate the ability to develop an advertising campaign to achieve marketing communications objectives.

### **Method of evaluation**

Objective Test (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**