



Today's students.
Tomorrow's business professionals.

Workplace Skills Assessment Program SECONDARY 2011



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INTRODUCTION

Mission Statement

The mission of Business Professionals of America is to contribute to the preparation of a world-class workforce through the advancement of leadership, citizenship, academic, and technological skills.

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

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

Purpose of the Guidelines

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

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

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

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

Be sure to check your state association membership deadline to ensure eligibility at the regional and state levels.

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

Advards and Recognition

For the Middle Level, Secondary and Post-Secondary Divisions, the top ten (10) winners shall be recognized at the National Leadership Conference. For judged events, all finalists shall be recognized at NLC. For general/open events, the top ten (10) scores, plus ties, will be recognized.

Non-Discrimination Policy

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

GENERAL GUIDELINES

Eligibility

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

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

Number of Contests

Secondary students may participate in a total of two events, only one of which may be a team event. Additionally, a student may compete in an unlimited number of Open Events within the time constraints of the conference program.

Post-Secondary students may participate in a total of three events, only one of which may be a team event. Additionally, a student may compete in an unlimited number of Open Events within the time constraints of the conference program.

Software

Software to be used at the National Leadership Conference will be announced in the fall issue of the *Local Advisor's Bulletin* and in the *Pre-Conference Booklet* published each winter (February 1, 2011). The "Events At-A-Glance" chart and each event guideline page list the equipment that may be used.

Event Length

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

Team Events/Chapter Events

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

Event Registration Changes

The state advisor or state designee must report any change in the original event entrants to the Director of Educational Programs no later than the deadline designated in the pre-conference program.

Event Rescheduling

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

Use of Materials

Contestants may not share individual supplies and/or materials once an event begins.

Reference Materials

Some events allow reference materials. Check the guidelines for each contest for further information. Published/Unpublished reference materials may be brought on a "read-only" CD-rom and/or hard copy for events that allows resources. CD-rom should only be used for computerized events, as no additional computer access will be provided for use of reference materials.

Workplace Skills Assessments/Contest Review

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

Merit Scholar

Although this test is part of the Special Recognition Awards Program, it will be given at the same time as the open events. Any member or advisor attending the NLC may take this test on the activities, history, and programs of Business Professionals of America. Recognition is provided to all that achieve at least 85 percent. Guidelines are printed in the *Special Recognition/Torch Awards Handbook*.

ARMA Rules

For those events including records management as a competency, the *ARMA Rules for Alphabetic Filing* will be considered the authority. Refer to the *Style & Reference Manual* for excerpts of the ARMA rules. Further information is available at www.arma.org, or complete guidelines may be ordered from ARMA Inc., P.O. Box 8540, Prairie Village, KS 66208.

Proofreader's Marks

Standardized proofreader's marks have been identified by Professional Business Associates and are listed in the *Style & Reference Manual*.

Style & Reference Manual

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

Business Ethics

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

Human Relations

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

Communications

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

Use of Previous or Sample Tests

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

Admission to Event Testing Sites

Only the registered contestant will be allowed into the event site. Only advisors serving as administrators or proctors will be admitted..

Use of Cellular Phones

The use of cellular phones in testing and presentation rooms is prohibited. This pertains to judges, contest administrators and contestants.

Printing

All printing done in the computer lab must be in black/white or gray scale. For Desktop Publishing, students will be permitted to bring Macintosh computers and equipment (see Guidelines for details). Those students bringing Macs will also be required to print in black/white or gray scale.

Reproduction Equipment

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

NLC 2011 Calculator Guidelines

Cordless calculators may be used in all events. Calculators and all other electronic devices will be monitored according to ACT standards in all events.

Permitted Calculators

Contestants may use any four-function, scientific, or graphing calculator, unless it has features described in the **Prohibited Calculators** list. For models on the **Calculators Permitted with Modification** list, contestants will be required to modify some of the calculator's features.

Prohibited Calculators

- calculators with built-in computer algebra systems
- Texas Instruments: all model numbers that begin with **TI-89** or **TI-92** and the **TI-Nspire CAS**
Note: The TI-Nspire (non- CAS) is permitted
- Hewlett-Packard: **HP 48GII** and all model numbers that begin with **HP 40G**, **HP 49G**, or **HP 50G**
- Casio: **Algebra fx 2.0**, **ClassPad 300** and **ClassPad 330**, and all model numbers that begin with **CFX-9970G**
- handheld, tablet, or laptop computers, including PDAs
- electronic writing pads or pen-input devices—Note: The Sharp EL 9600 is permitted
- calculators built into cell phones or any other electronic communication devices
- calculators with a typewriter keypad (letter keys in QWERTY format)—Note: Letter keys *not* in QWERTY format are permitted

Calculators Permitted with Modification

- calculators with paper tape—Remove the tape.
- calculators that have sound—Turn off the sound.
- calculators with an infrared data port—Completely cover the infrared data port with heavy opaque material such as duct tape or electrician's tape (includes Hewlett-Packard HP 38G series, HP 39G series, and HP 48G).
- calculators that have power cords—Remove all power/electrical cords.



JUDGED EVENT GUIDELINES

Finance

- (09) Financial Analyst Team
- (10) Economic Research Project—Individual

- (11) Economic Research Project—Team

Administrative Support

- (31) Admin. Support Research Project—Individual

Information Technology

- (49) Digital Media Production
- (50) Computer Animation Team
- (51) Network Design Team
- (53) Video Production Team

- (54) Web Application Team
- (55) Web Site Design Team
- (57) Broadcast News Production Team (Pilot)

Management, Marketing & Human Resources


- (60) Global Marketing Team
- (61) Entrepreneurship
- (62) Small Business Management Team
- (63) Graphic Design Promotion
- (64) Interview Skills
- (65) Advanced Interview Skills

- (66) Extemporaneous Speech
- (67) Human Resource Management
- (68) Prepared Speech
- (69) Presentation Management—Individual
- (70) Presentation Management—Team
- (71) Parliamentary Procedure Team

Judged Events Documentation Forms

Entry Form/Statement of Originality and Compliance with Event Specifications

This must be completed for all judged events except Interviewing, Advanced Interviewing, Extemporaneous Speech and Human Resource Management.



INDIVIDUAL ENTRY FORM
STATEMENT OF ORIGINALITY AND SPECIFICATION COMPLIANCE

- 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 present to the judges.
- An additional hard copy will be required if you present again as a finalist.
- This information (excluding signatures) will also be required if the event requires information pre-submitted on-line.
- The Contestant Number is the same as the Member Number in the BPA On-line Registration System.

Event Name:
Event #:
Date:


Name	Contestant #	Grade
Chapter Name	Advisor	
City, State, ZIP		
School Phone	Fax	Advisor Email

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
STATEMENT OF ORIGINALITY AND SPECIFICATION COMPLIANCE

- 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 National Leadership Conference.
- An additional hard copy will be required if you present again as a finalist.
- This information will also be required when you submit your pre-submitted information on-line.
- The Contestant Number is the same as the Member Number in the BPA On-line Registration System.

Event Name:
Event #:
Team #:
Date:

Name	Contestant #	Grade
Name	Contestant #	Grade
Name	Contestant #	Grade
Name	Contestant #	Grade
Chapter Name	Advisor	
City, State, ZIP		
School Phone	Fax	Advisor Email

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.

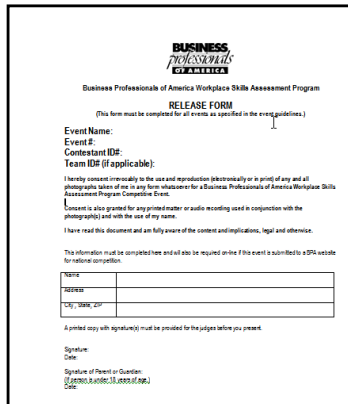
Student signature	Date
Student signature	Date
Student signature	Date
Student signature	Date

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
-------------------	------

Release Form

Events that utilize images (photographs, video or audio) require a [Release Form](#) for each individual represented in the project.



**BUSINESS
PROFESSIONALS
OF AMERICA**

Business Professionals of America Workplace Skills Assessment Program

RELEASE FORM
(This form must be completed for all events as specified in the event guidelines.)

Event Name:
Event #:
Contestant ID#:
Team ID# (if applicable):

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

Consent is also granted for any printed matter or audio recording used in conjunction with the photographic used 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 on the 11th event is submitted to a 9th grade for national competition.

Name	
Address	
City, State, ZIP	

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

Signature:
Date:
Signature of Parent or Guardian:
(Signature of Parent or Guardian)

Specification points will not be awarded for handwritten documentation.

Contestants 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. An additional hard copy will be required for judges at finals.

Pre-submitted Events

- Administrative Support Research Project—Individual
- Economic Research Project—Individual
- Economic Research Project—Team
- Entrepreneurship
- Global Marketing Team
- Graphic Design Promotion
- Interview Skills
- Advanced Interview Skills
- Web Application Team
- Web Site Design Team

If the event requires an online submission for national competition, the information (excluding signatures) will be required at the time of submission. [Refer to NLC Deadlines.](#)

Use of School Name in Presentations

Except when specifically indicated in the Guidelines for an event, school names should not be visible on any equipment, screen savers, etc., utilized during presentations in front of judges.

Printing for Judged Events

Printing done on-site for judged events or submitted prior to NLC may be in black/white or color.

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 and contest name written on the flap. The envelope(s) must be given to the administrator at the time of the contest.

Materials submitted for technical judging cannot be returned.

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 finals. The finals are conducted as a new contest.

Judged Event Topics

Economic Research Project – Individual

Over the past two decades, man-made and natural disasters have caused devastation to resources in our country. Choose a disaster from this time period and research the impact of this disaster on the local and national economy. Your research project can include but is not limited to the following:

- What were the short-term and long-term effects on the local and national economy?
- What local and national resources were affected?
- What, if any, ripple effect occurred in the economy?
- What changes were or will be necessary for a significant recovery from the economic impact?
- What resources were used to negate the impact of the disaster?

Economic Research Project – Team

Recent unemployment rates indicate a lack of job opportunities in the United States. Research whether this unemployment rate is a true indicator of overall job availability in this country. Your research project can include but is not limited to the following:

- Are there jobs available for the work force?
- Does the unemployed workforce skill base match the current job opportunities?
- Is this rate influenced by the lack of mobility of the work force?
- What is the impact on the unemployment rate of highly-skilled workers filling jobs for which they are over-qualified?

Administrative Research Project – Individual

Research and discuss health and safety issues in today's office.

Topics may include but are not limited to:

- Wellness
- Repetitive Stress Syndrome
- Communication System
- Employee Rights and Responsibilities
- OSHA
- Equipment
- Crisis Management
- Health Insurance and Benefits
- Ergonomics
- Workplace Conditions
- Emergency Procedures
- Hazards
- Flex Scheduling

Digital Media Production

Business Professionals of America National Leadership Conference in Chicago, IL – April 25-29, 2012

Computer Animation Team

Design a super hero character and an animation that depicts his/her heroism.

Network Design Team

Sweet Blue Industries is a market leader in the production of blueberry flavored bubblegum headquartered in San Francisco, CA. They recently acquired Blue Dream, a top rival in the blueberry confectionary industry who has two locations, one in Eugene, OR and one in Burlington, VT. They are looking for proposals on the best way to merge their two existing networks.

Software Engineering Team

You have been contacted by a local startup corporation to develop a proof-of-concept online video game targeted at middle school-aged users. The startup company will test your application and consider it for further development. Teams should devise a concept for an online game accessible to the target age group, and are encouraged to work to the limits of their skills in the development of the application

Video Production

The Dangers of Texting While Driving

Web Application Team

An App a Day to Make a Greener World

Create a Web application that brings awareness to the preservation of the environment. The applications may be designed for desktop computers, mobile devices, or any software platform available to the public.

Website Design Team

BPA NLC – Catching the Wind in Chicago 2012

The 2012 BPA NLC will be held in Chicago, IL. Create a Web site about this great historic city. The site may be used as a planning guide for those attending the NLC.

Broadcast News Production Team

Current local, state, regional, national or international news events.

Global Marketing Team

Relâche Spa, Inc. is an elegant beach resort in North Carolina. The 500+ room resort and spa is known for its championship golf course, luxurious villas and relaxing spa services. Despite relative success, the resort does experience low occupancy during the off-season. The management of Relâche Spa is considering ways to compensate for this issue.

Small Business Management Team

TG World is a national retailer, specializing in low cost electronics, clothing, housewares, small appliances, beauty products, toys, and furniture. Recently, TG World started to dedicate portions of their retail stores for grocery sales to better position against competitors. TG World operates retail stores in urban and suburban centers around the country and a fully developed internet shopping site that includes all non-food in-store items and several online only items.

Your consulting firm has been hired to:

- research current retail trends in their market
- analyze the shopping patterns of their target demographics
- recommend collaborative strategies that can be implemented between online and offline channels to attract the cross-channel shopper and increase sales.

Graphic Design Promotion

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Chicago, IL, April 25-29, 2012.

Presentation Management Individual

Your BPA chapter is planning a community service event and would like to have the event sponsored by a local business. Sponsorship would include financial support and help with volunteers. Develop a presentation to convince the Service Committee of the local business to become involved with the event.

Presentation Management Team

Your BPA chapter is hoping to offer internship opportunities to members. Develop a presentation that will be offered to an audience consisting of administrators from your school as well as the officers of a local business. The purpose of the meeting will be to present your chapter's plan for implementing an internship program for BPA students.

 Today's students. Tomorrow's business professionals. EVENTS AT A GLANCE	Maximum minutes for orientation, prep, warm-up, wrap-up	Actual minutes of testing and /or presentation	May event be repeated?	Are production standards used?	May reference materials be used? (See WSAP for details)	Microcomputer and printer provided	Color Printing Allowed	Bring own comouter	Judges utilized*	Number of state entries eligible for national competition	Level for this event	Associate Division Event
Financial Services												
(01) Fundamental Accounting	20	90	N	N	Y	N				5	S, PS	Y
(02) Advanced Accounting	20	90	Y	N	Y	N				5	S, PS	
(03) Computerized Accounting	20	90	Y	N	Y	Y				5	S, PS	
(04) Payroll Accounting	20	90	Y	N	Y	N				5	S, PS	
(06) Fundamental Spreadsheet Applications	20	90	N	N	Y	Y				5	S, PS	
(07) Advanced Spreadsheet Applications	20	90	Y	N	Y	Y				5	S, PS	
(08) Banking & Finance		60	Y	N	Y	N				5	S, PS	
(09) Financial Analyst Team	10	90/10	Y	N	Y	N	Y	Y	2	2	S, PS	
(10) Economic Research Project—Individual		5	Y	N	N	N			2	3	S	
(11) Economic Research Project—Team		5	Y	N	N	N			2	2	S	
(12) Financial Math & Analysis—Open Event			Y	N	N	N				U	S, PS	Y
(13) Insurance Concepts- Open Event			Y	N	N	N				U	S, PS	Y
Administrative Support												
(20) Keyboarding Production	20	60	N	Y	Y	Y				5	S, PS	Y
(21) Fundamental Word Processing Skills	20	60	N	Y	Y	Y				5	S, PS	Y
(22) Advanced Word Processing Skills	20	90	Y	Y	Y	Y				5	S, PS	
(23) Integrated Office Applications	20	90	Y	Y	Y	Y				5	S, PS	
(24) Desktop Publishing	20	90	Y	Y	Y	Y				5	S, PS	Y
(25) Basic Office Systems & Procedures	20	90	N	Y	Y	Y				5	S, PS	
(26) Advanced Office Systems & Procedures	20	90	Y	Y	Y	Y				5	S, PS	
(27) Legal Office Procedures	20	60	Y	Y	Y	Y				5	S, PS	
(28) Medical Office Procedures	20	60	Y	Y	Y	Y				5	S, PS	Y
(29) Database Applications	20	90	Y	N	Y	Y				5	S, PS	
(30) Administrative Support Team	20	90	Y	Y	Y	Y				2	S, PS	Y
(31) Admin. Support Research Project—Individual		5	Y	N	N	N			2	3	S	Y
(33) Admin. Support Concepts—Open Event			Y	N	N	N				U	S, PS	Y

*Rating sheets are provided in the guidelines.

Y = Yes

N = No

S = Secondary

PS = Post-Secondary

U = Unlimited

 Today's students. Tomorrow's business professionals. EVENTS AT A GLANCE	Maximum minutes for orientation, prep, warm-up, wrap-up	Actual minutes of testing and /or presentation	May event be repeated?	Are production standards used?	May reference materials be used? (See WSAP for details)	Microcomputer and printer provided	Color Printing Allowed	Bring own comouter	Judges utilized*	Number of state entries eligible for national competition	Level for this event	Associate Division Event
Information Technology												
(40) Computer Network Technology		60	Y	N	Y	N				5	S, PS	Y
(41) Cisco Systems Administration		60	Y	N	Y	N				5	S, PS	
(42) Network Administration Using Microsoft		60	Y	N	Y	N				5	S, PS	
(43) C++ Programming		90	Y	N	Y	N		N		5	S, PS	
(44) Visual Basic Programming		90	Y	N	Y	N		N		5	S, PS	
(45) Java Programming		90	Y	N	Y	N		N		5	S, PS	
(46) Fundamentals of Web Design	20	90	Y	N	Y	Y				5	S, PS	
(47) PC Servicing & Troubleshooting	See guidelines for administration		Y	N	Y	N				5	S, PS	
(48) Computer Security	See guidelines for administration		Y	N	Y	N				5	S, PS	Y
(49) Digital Media Production	10	10	Y	N	Y	N		Y	2	3	S, PS	Y
(50) Computer Animation Team	5	10	Y	N	Y	N		Y	2	2	S, PS	
(51) Network Design Team	10	30/10	Y	Y	Y	N		Y	2	2	S, PS	
(52) Software Engineering Team	National Online Event											
(53) Video Production Team	5	10	Y	N	Y	N		Y	2	2	S, PS	Y
(54) Web Application Team	5	10	Y	N	Y	N		Y	2	2	S, PS	
(55) Web Site Design Team	5	2-5	Y	N	Y	N		Y	2	2	S, PS	Y
(56) Information Tech Concepts–Open Event			Y	N	N	N				U	S, PS	Y
(57) Broadcast News Production Team (Pilot)	5	10	Y	N	Y	N		Y	2	2	S,PS	
Management/Marketing/Human Resources												
(60) Global Marketing Team	10	10	Y	N	N	N		Y	2	2	S,PS	
(61) Entrepreneurship	5	10	Y	N	N	N		Y	2	3	S, PS	Y
(62) Small Business Management Team	10	30/10	Y	N	Y	N		Y	2	2	S, PS	
(63) Graphic Design Promotion		7	Y	N	N	N		Y	2	3	S, PS	Y
(64) Interview Skills		15	N	N	N	N			2	3	S, PS	Y
(65) Advanced Interview Skills		15	Y	N	N	N			2	3	S, PS	Y
(66) Extemporaneous Speech	10	3-5	Y	N	N	N			2	3	S, PS	Y
(67) Human Resource Management	30	5-7	Y	N	Y	N			2	3	S, PS	
(68) Prepared Speech	1	5-7	Y	N	Y	N			2	3	S, PS	Y
(69) Presentation Management–Individual	5	10	Y	N	N	N		Y	2	3	S, PS	
(70) Presentation Management–Team	5	10	Y	N	N	N		Y	2	2	S, PS	Y
(71) Parliamentary Procedure Team	15	15	Y	N	Y	N			3	2	S	
(72) Mgmt/Mktg/HR–Open Event			Y	N	N	N				U	S, PS	Y
(73) Parli Pro Concepts–Open Event			Y	N	N	N				U	S, PS	Y

*Rating sheets are provided in the guidelines.

Y = Yes N = No S = Secondary PS = Post-Secondary U = Unlimited

NATIONAL BPA DEADLINES

All presubmitted events must be submitted electronically. Each site will contain instructions on uploading files. Students must have their contestant id # ready when uploading pre-submission files.

Specification points will not be awarded for handwritten documentation and entry forms.

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

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

Item	Deadline	Websites
Administrative Support Research Project—Individual	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/adminsupport
Economic Research Project—Individual	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/econresind
Economic Research Project—Individual Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/econresteam
Entrepreneurship	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/entrepreneurship
Global Marketing Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/globalmarketing
Graphic Design Promotion	Submitted by April 1, 2011	http://www.bpa.org/contests/gdp
Interview Skills	Submitted by April 1, 2011	http://www.bpa.org/contests/intskills
Advanced Interview Skills	Submitted by April 1, 2011	http://www.bpa.org/contests/advintskills
Web Application Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/webapp
Web Site Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2011	http://www.bpa.org/contests/webdesign
NLC Competitive Events Registration	Online registration by April 1, 2011	www.bpa.org
NLC Registration	Early registration by 4/1/2011 Late registration by 4/1/2011	www.bpa.org
NLC Hotel Reservations	Online by April 1, 2011	www.bpa.org
NLC Registration Refund Requests	Postmarked by April 14, 2011	Business Professionals of America 5454 Cleveland Avenue Columbus, OH 43231-4021
National Officer Candidate Application	Postmarked by April 1, 2011	Business Professionals of America 5454 Cleveland Avenue Columbus, OH 43231-4021
Special Recognition Awards	Submitted by/postmarked by April 1, 2011	Submitted as outlined in Special Recognition Awards Handbook
Torch Award—Ambassador	Submitted by April 1, 2011	http://www.bpa.org/awards/torchsystem

NLC 2011 COMPUTER SOFTWARE LIST

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

PCs with Microsoft Windows format will be used for all events

Event	Software Packages
Administrative Support Team	MS Office 2007, MS Publisher 2007
Advanced Office Systems & Procedures	MS Office 2007, MS Publisher 2007
Advanced Word Processing Skills	MS Office 2007, MS Publisher 2007
Basic Office Systems & Procedures	MS Office 2007, MS Publisher 2007
Computerized Accounting	<p><u>Secondary</u> - Accounting 8.0, South-Western Integrated Windows 4th Edition, Peachtree 2008, and QuickBooks Pro automatically updated each year.</p> <p><u>Post-secondary</u> - Peachtree 2008, QuickBooks Pro automatically updated each year.</p>
Database Applications	Access 2007, Paradox 12 th Edition
Desktop Publishing	Adobe InDesign® CS3, MS Office 2007, MS Publisher 2007
Fundamental Word Processing Skills	MS Office 2007
Integrated Office Applications	MS Office 2007
Keyboarding Production	MS Office 2007
Legal Office Procedures	MS Office 2007
Medical Office Procedures	MS Office 2007, MS Publisher 2007
Spreadsheet Applications & Analysis	Excel 2007

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, etc.) as outlined in event guidelines.

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 by the National Center.

ALPHABETICAL LISTING OF WORKPLACE SKILLS ASSESSMENT

- Administrative Support Concepts–Open Event (33)
- Administrative Support Research Project–Individual (S) (31)
- Administrative Support Team (30)
- Advanced Accounting (02)
- Advanced Interview Skills (65)
- Advanced Office Systems & Procedures (26)
- Advanced Spreadsheet Applications (07)
- Advanced Word Processing Skills (22)
- Banking & Finance (08)
- Basic Office Systems & Procedures (25)
- Bb Broadcast News Production Team (Pilot) (57)
- (C++ Programming (43)
- Cisco Network Administration (41)
- Computer Animation Team (50)
- Computer Network Technology (40)
- Computer Security (48)
- Computerized Accounting (03)
- Database Applications (29)
- Desktop Publishing (24)
- Digital Media Production (49)
- Economic Research Project–Individual (S) (10)
- Economic Research Project–Team (S) (11)
- Entrepreneurship (61)
- Extemporaneous Speech (66)
- Financial Analyst Team (09)
- Financial Math & Analysis–Open Event (12)
- Fundamental Accounting (01)
- Fundamental Spreadsheet Applications (06)
- Fundamental Word Processing Skills (21)
- Fundamentals of Web Design (46)
- Global Marketing Team (60)
- Graphic Design Promotion (63)
- Human Resource Management (67)
- Information Technology Concepts–Open Event (56)
- Insurance Concepts–Open Event (13)
- Integrated Office Applications (23)
- Interview Skills (64)
- Java Programming (45)
- Keyboarding Production (20)
- Legal Office Procedures (27)
- Management/Marketing/Human Resources Concepts–
Open Event (72)
- Medical Office Procedures (28)
- Network Administration Using Microsoft (42)
- Network Design Team (51)
- Parliamentary Procedure Concepts–Open Event (73)
- Parliamentary Procedure Team (S) (71)
- Payroll Accounting (04)
- PC Servicing & Troubleshooting (47)
- Prepared Speech (68)
- Presentation Management–Individual (69)
- Presentation Management–Team (70)
- Small Business Management Team (62)
- Software Engineering Team (52)
- Visual Basic Programming (44)
- Video Production Team (53)
- Web Application Team (54)
- Web Site Design Team (55)

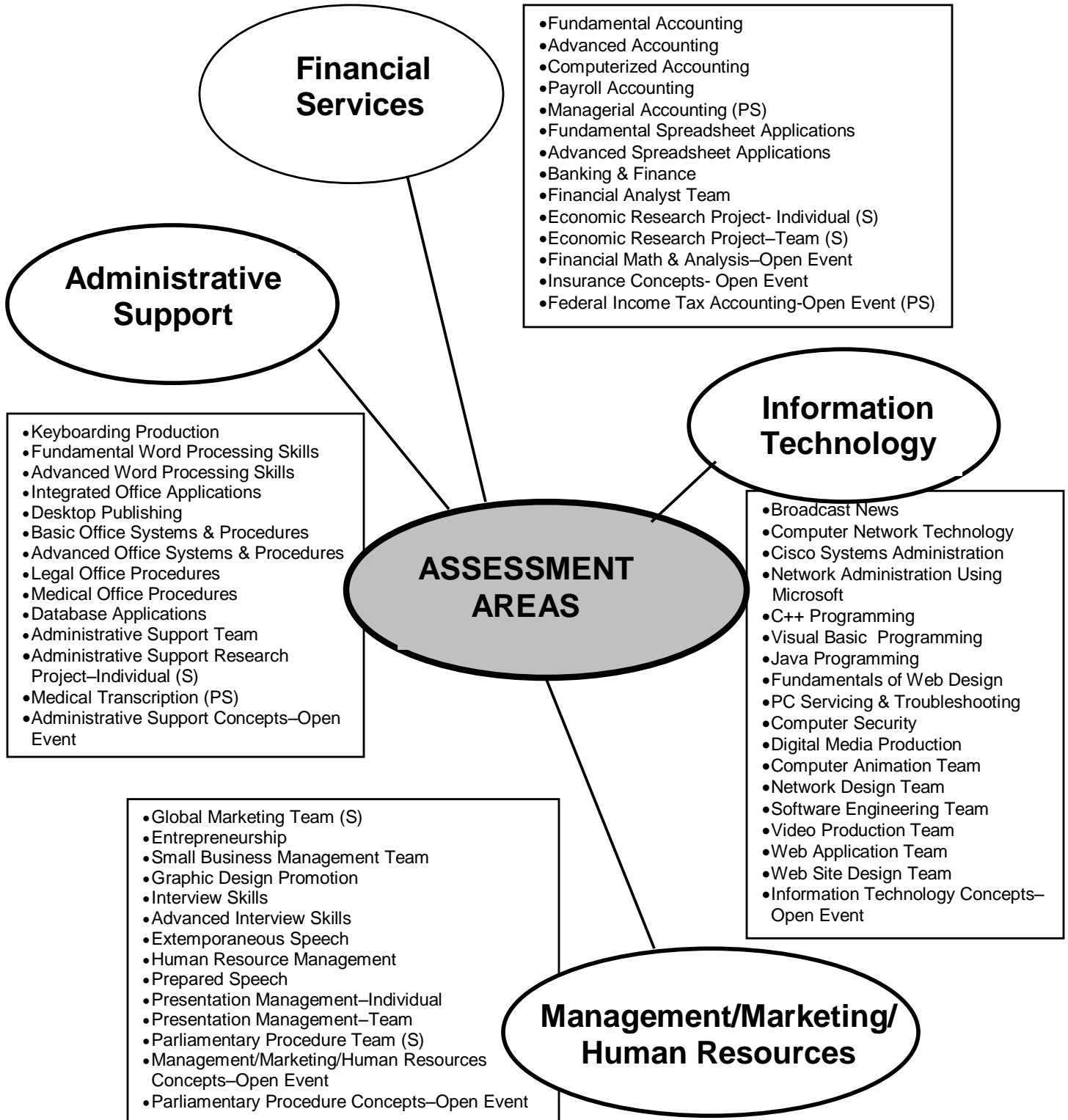
Future NLC Sites

Year	Location	Date
2012	Chicago, IL	April 25-29
2013	Orlando, FL	May 8-12
2014	Indianapolis, IN	April 30-May 4
2015	Anaheim, CA	May 6-10
2016	Boston, MA	May 5-9



**National Leadership
Conference
2011
Washington, D.C.
May 4-8**

Workplace Skills Assessment Events Structure



Business Professionals of America **Workplace Skills Assessment Standards**

The Classroom Educators Advisory Council is in the process of standardizing all of the workplace assessment skills in our program, linking them to multiple national standards and obtaining workplace validation.

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

Skills common to the four core areas: Administrative Concepts, Financial Services, Information Technology and Management/Marketing & Human Resources are also listed.

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

Essential Skills

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

Financial Services Workplace Skills

- FS1 Use correct terminology related to finance.
- FS2 Explain the importance of ethics in finance.
- FS3 Use analytical skills in solving financial problems.
- FS4 Demonstrate compliance with governmental regulations.
- FS5 Use technology effectively in the financial environment.
- FS6 Apply economic concepts effectively in business situations.
- FS7 Use mathematical skills and analysis concepts

Administrative Support Workplace Skills

- AS 1 Utilize spreadsheet software to create, edit, and publish industry appropriate documents
- AS 2 Utilize word processing software to create, edit, and publish industry appropriate documents
- AS 4 Utilize presentation software to create, edit, and publish industry appropriate documents
- AS 5 Utilize desktop publishing software to create, edit, and publish industry appropriate documents
- AS 6 Demonstrate knowledge of general office procedures.
- AS 7 Demonstrate understanding of basic business operations.

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Information Technology Workplace Skills


- IT1 Utilize digital tools to gather, evaluate, and use information.
- IT2 Demonstrate a sound understanding of technology concepts, systems, and operations.
- IT3 Design and produce quality IT product/service.
- IT4 Explain how IT increases business productivity and effectiveness.
- IT5 Demonstrate an understanding of project management concepts in IT
- IT6 Explain the key functions and applications of software.
- IT7 Demonstrate an understanding of how new IT technologies influence business practices.
- IT8 Demonstrate technical knowledge of the Internet.
- IT9 Demonstrate knowledge of basic web page design and functioning.


Management, Marketing & Human Resources Workplace Skills

- MMHR1 Demonstrate an understanding of management concepts and practices.
- MMHR2 Demonstrate an understanding of marketing concepts and practices.
- MMHR3 Demonstrate an understanding of human resources concepts and practices.
- MMHR4 Demonstrate an understanding of work ethics and work environments across generations and cultures.
- MMHR5 Evaluate, prioritize, interpret, and communicate analysis of business data.
- MMHR6 Identify and prioritize business problems and develop and communicate solutions.
- MMHR7 Create and implement a plan of action.

CAREER CLUSTER CROSSWALKS

For more information about the States' Career Clusters Initiative (SCCI), visit www.careerclusters.org.

 Today's students. Tomorrow's business professionals.	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & Service
Financial Services								
(01) Fundamental Accounting		x	x					
(02) Advanced Accounting		x	x					
(03) Computerized Accounting		x	x			x		
(04) Payroll Accounting		x	x					
(06) Fundamental Spreadsheet Applications		x	x			x		
(07) Advanced Spreadsheet Applications		x	x			x		
(08) Banking & Finance		x	x					
(09) Financial Analyst Team		x	x			x		
(10) Economic Research Project—Individual		x	x					
(11) Economic Research Project—Team		x	x					
(12) Financial Math & Analysis—Open Event			x					
(13) Insurance Concepts- Open Event		x	x					x
Administrative Support								
(20) Keyboarding Production		x				x		
(21) Fundamental Word Processing Skills		x				x		
(22) Advanced Word Processing Skills		x				x		
(23) Integrated Office Applications		x				x		
(24) Desktop Publishing	x	x				x		x
(25) Basic Office Systems & Procedures		x				x		
(26) Advanced Office Systems & Procedures		x				x		
(27) Legal Office Procedures		x				x	x	
(28) Medical Office Procedures		x			x	x		
(29) Database Applications		x				x		
(30) Administrative Support Team		x				x		
(31) Admin. Support Research Project—Individual		x						
(33) Admin. Support Concepts—Open Event		x						

 Today's students. Tomorrow's business professionals.	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & Service
Information Technology								
(40) Computer Network Technology						X		
(41) Cisco Systems Administration						X		
(42) Network Administration Using Microsoft						X		
(43) C++ Programming						X		
(44) Visual Basic Programming						X		
(45) Java Programming						X		
(46) Fundamentals of Web Design						X		X
(47) PC Servicing & Troubleshooting		X				X		
(48) Computer Security		X				X		
(49) Digital Media Production	X					X		X
(50) Computer Animation Team	X					X		X
(51) Network Design Team						X		
(52) Software Engineering Team						X		
(53) Video Production Team	X					X		X
(54) Web Application Team						X		X
(55) Web Site Design Team						X		X
(57) Broadcast News (Pilot)	X					X		
(56) Information Tech Concepts–Open Event						X		
Management/Marketing/Human Resources								
(60) Global Marketing Team		X	X	X		X		X
(61) Entrepreneurship		X	X					X
(62) Small Business Management Team		X	X					X
(63) Graphic Design Promotion	X	X	X			X		X
(64) Interview Skills		X						X
(65) Advanced Interview Skills		X						X
(66) Extemporaneous Speech		X						X
(67) Human Resource Management		X						X
(68) Prepared Speech		X						X
(69) Presentation Management–Individual		X				X		X
(70) Presentation Management–Team		X				X		X
(71) Parliamentary Procedure Team		X						
(72) Mgmt/Mktg/HR–Open Event		X						X
(73) Parli Pro Concepts–Open Event		X						

COMPETITIVE EVENTS INITIATIVES

Our membership has requested that we provide options for participating in competitive events. Based on our research and the opportunities presented, we are providing two options that may become models for our organization's future needs.

Software Engineering Team

Description

- This event will be developed, coordinated and judged by professionals in the field.
- It will be administered at the national level with no regional or state level qualifying required.
- All BPA members in good standing may participate in this event.
- All submissions will be done electronically.
- Interactive electronic media will be utilized for project presentation to professional judges.
- Project details will be available at <http://www.bpa.org/contests/virtual>
- Winners will be recognized at the National Leadership Conference.

Topic

You have been contacted by a local startup corporation to develop a proof-of-concept online video game targeted at middle school-aged users. The startup company will test your application and consider it for further development. Teams should devise a concept for an online game accessible to the target age group, and are encouraged to work to the limits of their skills in the development of the application

Virtual Multimedia and Promotion – Individual (V01)

Virtual Multimedia and Promotion – Team (V02)

Description

Create a two to three (2-3) minute digital promotion based upon the assigned topic. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

Cost

\$10 fee for each individual entry \$20 fee for each team entry

Eligibility

Any active Business Professionals of America postsecondary, secondary or middle level member.

Competencies

- Demonstrate knowledge of multimedia and promotion.
- Demonstrate utilization of various audio and video software applications.
- Demonstrate knowledge of graphic design including color, animation, audio, and video.
- Demonstrate effective written and oral communication skills.
- Demonstrate critical thinking skills to make decisions and solve problems.
- Conduct accurate research using various resources and methods.
- Demonstrate appropriate technology concepts and digital citizenship.
- Demonstrate professionalism and ethical behavior.
- Develop products using creativity and innovation.

Specifications: Available at <http://www.bpa.org/contests/virtual>

TOPIC: BPA PROMOTION

Create a two to three (2-3) minute advertisement or promotional piece for Business Professionals of America with a blending of key areas mentioned below:

- Benefits of Business Professionals of America
- Student activities for all division levels

Appropriate **branding** should be used throughout the video, including the Business Professionals of America logo, tagline and colors.
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FINANCIAL SERVICES EVENTS

- (01) [Fundamental Accounting](#)
- (02) [Advanced Accounting](#)
- (03) [Computerized Accounting](#)
- (04) [Payroll Accounting](#)
- (06) [Fundamental Spreadsheet Applications](#)
- (07) [Advanced Spreadsheet Applications](#)
- (08) [Banking & Finance](#)
- (09) [Financial Analyst Team Judged](#)
- (10) [Economic Research Project—Individual \(S\) Judged](#)
- (11) [Economic Research Project—Team \(S\) Judged](#)
- (12) [Financial Math & Analysis—Open Event](#)
- (13) [Insurance Concepts—Open Event](#)



Financial Services Events Sponsored by the American Institute of Certified
Public Accounts

Fundamental Accounting (01)

Description

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

Eligibility

Limited to students enrolled in the first year of accounting or who have completed the first year and are not enrolled in second -year accounting. 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 page 7. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 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, and owner's equity
- Analyze transactions affecting revenues, expenses, and withdrawals
- Prepare a chart of accounts using proper numerical sequencing
- Record transactions in general journals
- Prepare a trial balance
- Calculate and record end-of-period adjustments
- Prepare financial statements
- Update accounts through adjusting and closing entries
- Describe forms used to open and use a checking account
- Reconcile a bank statement
- Journalize and post entries relating to bank service charges
- Differentiate between forms of business ownership
- Differentiate between a service and a merchandising business
- Analyze transactions relating to the purchase of merchandise
- Analyze transactions relating to the sale of merchandise
- Post from journals to general and ledger
- Prepare schedules for subsidiary ledgers
- Open and replenish a petty cash fund and journalize transactions
- Prepare a post-closing trial balance
- Find and correct errors
- Demonstrate periodic inventory cost of goods sold calculation

Method of evaluation

Application and Objective Test

Length of event

No more than ten (10) minutes orientation

No more than 90 minutes testing time

No more than ten (10) minutes wrap-up

Entries Each state is allowed five (5) entries

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Advanced Accounting (02)



Description

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

Eligibility

Any student 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. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 to determine the value of assets, liabilities, and owner's equity
- 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
- Determine interest and maturity value of a promissory note
- Calculate and record payables and receivables
- 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-paids (deferrals)
- 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
- Process payroll data and prepare basic payroll tax reports
- Apply accounting concepts for a service and/or merchandising concern
- Apply accounting concepts for sole proprietorships, partnerships and corporations

Method of evaluation

Application and Objective Test

Length of event:

No more than ten (10) minutes orientation

No more than 90 minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Computerized Accounting (03)

Description

Process accounting data using computerized accounting software. Contestants journalize, post to ledgers and subsidiary ledgers, prepare financial statements and payroll records, and perform bank reconciliations. Points are awarded based on contestant answers to audit questions, as verified by the financial documents produced.

Eligibility

Any student may enter this event.

Contestant must supply

- USB drive containing the pre-built company ([prepared by the student using the appropriate beginning balances and financial information provided below](#).) No other files may be stored on the USB drive. Students must be certain to save the company information in another location, as all files on the USB drives will be deleted before they are returned.
- The USB drive must be marked with the contestant's number and the version of the software utilized.
- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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:

- Prepare a chart of accounts using proper numerical sequencing
- Record transactions in journals
- Prepare a trial balance
- Calculate and record end-of-period adjustments
- Prepare financial statements
- Update accounts through adjusting and closing entries
- Reconcile a bank statement
- Journalize and post entries relating to bank service charges
- Differentiate between forms of business ownership
- Differentiate between a service and a merchandising business
- Analyze transactions relating to the sale and purchase of merchandise
- Prepare schedules for subsidiary ledgers
- Open and replenish a petty cash fund and journalize transactions including the cash short and over account
- Prepare a post-closing trial balance

Equipment/supplies provided

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

Method of evaluation

Application

Length of event

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

Entries: Each state is allowed five (5) entries

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COMPUTERIZED ACCOUNTING (03)

Pre-Conference Company Set-Up

Once you have created your, it will be used on the Regional, State, and National level (same basic information, different December entries) so please save it for future contest use. You will need to bring this created company on a USB drive for each level so be sure to save this created company somewhere other than the flash drive as well.

Benny Simms, the owner of Simmy's Sports Shop, a sole proprietorship, asked you to computerize his business records. Mr. Simms uses a periodic inventory system for his merchandising business. He operates an outdoor sports store with emphasis on fishing. His primary sales come from the sales of fishing lures, tackle, and bait; with complementary sales in fishing equipment (rods and reels), and fishing equipment repair. The state he is located in has no Sales Tax. He has provided you with this additional information:

Address: 42 Big Bass Blvd.
Town: Anywhere, SC 99009
Phone: 999-312-5555
EIN#: 39-9908766

The company chooses to use accrual basis of accounting, real-time posting, and twelve monthly accounting period structures that uses a calendar year with inventory valued at cost.

You started on December 1, 2010. You will be asked to set-up the business and record transactions for the current month, but also input the beginning balances through the first 11 months. Customer and vendor information is listed on the following pages as well as the General Ledger accounts with balances (set them up with these EXACT names, numbering them for new account insertion would be suggested if your software allows this, be sure to classify them correctly).

Insert your Contestant ID and Competition Level in the company title. **EXAMPLE: Simmy's Sport Shop XX-XXXX-XXXX Regional.** In addition, please identify the Software used at the top of the first page of the test. Also, you can rename the Retained Earnings account (if automatically generated by your software, Peachtree for example) to Benny Simms, Capital.

Instructions

Begin a new business using your accounting software. Save your work as needed to your "clean" flash drive. "Clean" means one without other information on it. You will need to build the Chart of Accounts and enter account balances, customer and vendor accounts with account balances and IDs (if allowable by your software). For Customers/Vendors: at bare minimum, you should have information such as address, contact, phone, etc.

Beginning source document numbers:

Because of software differences, use whatever numbering system you choose or your software chooses for you. The source document numbers will not be a part of this test that will be graded, nor will you get any additional points for using an elaborate system.

***YOU MAY ABBREVIATE ACCOUNT NAMES IF YOUR SOFTWARE WILL NOT ALLOW ENOUGH CHARACTERS FOR THE ACCOUNT DESCRIPTION**

Simmy's Sport Shop
Account Balances December 1, 2010

Cash	\$9,670	
Accounts Receivable		1,530
Supplies	920	
Inventory	2,944	
Prepaid Insurance	100	
Machinery & Equipment	15,400	
Accumulated Depreciation – Mach. & Equip.	2,053	
Building	110,000	
Accumulated Depreciation – Buildings	8,355	
Land	30,000	
Accounts Payable	1,640	
Mortgage Payable	88,844	
B. Simms, Capital	38,043	
B. Simms, Withdrawals	32,000	
Lure, Tackle, & Bait Sales	86,470	
Fishing Equipment Sales	27,675	
Fishing Equipment Repair Sales	5,785	
Purchases (YTD)	40,000	
Depreciation Exp. – Mach. & Equip.		2,823
Depreciation Exp. – Building		2,553
Insurance Expense	1,100	
Miscellaneous Expense	360	
Freight Out Expense		875
Supplies Expense	2,120	
Utility Expense	2,207	
Interest Expense	4,263	

Simmy's Sport Shop
Schedule of Accounts Receivable
 November 30, 2010

SR	Short's Resort	\$1,530
	Total	<u>\$1,530</u>
	John Short, Owner:	Balance \$1,530.00, Invoice # S100, dated 11/25/10, terms n/30

Short's Resort
 7 Big Bass Lane
 Anywhere, SC 99009 Phone: 999-312-4445

Simmy's Sports Shop
Schedule of Accounts Payable
November 30, 2010

NB	Northern Bait & Tackle	\$600	
RB	Reels & More		\$800
TT	Titan Tackle & Supply	<u>\$240</u>	
	Total	<u>\$1,640</u>	

Vendors:

NB Northern Bait & Tackle: Balance \$600, Purchase Order #P100, dated 11/28/10,
Invoice # 601306, Terms 2/15, n/30

Northern Bait & Tackle
4223 County Road H
Anywhere, SC 99009
Contact: Buck Tail

Phone: 999-312-5556

RM Reels & Bait: Balance \$800, Purchase Order #P101, dated 11/24/10
Invoice # 4206, Terms 2/15, n/30

Reels & Bait
89 W. First St.
Somewhere, SC 99008

Contact: Spinner Bateman Phone: 999-312-5557

TT Titan Tackle: Balance \$240, Purchase Order #P102, dated 11/19/10
Invoice # 17504, Terms n/30

Titan Tackle
41 Gotaway St.
Somewhere, SC 99008

Contact: B. Catching Phone: 999-312-5558

IMPORTANT REMINDERS

1. Assume all sales in A/R for your set-up are for merchandise.
2. Simmy's Sport Shop is on a periodic inventory system.
3. Put the type of software you are using on the cover page of your test.

Payroll Accounting (04)

Description

Process payroll data using manual payroll procedures. Students 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 student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 to determine the value of assets, liabilities, and owner's equity
- 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
- 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
- IRS tax forms

Method of evaluation

Application and Objective Test

Length of event

No more than ten (10) minutes orientation

No more than 90 minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Fundamental Spreadsheet Applications (06)

Description

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

Eligibility

Contestant 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. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 on cells, worksheets and workbooks
- Analyze, create and modify charts from data
- Display formulas
- Create formulas appropriate for the task at hand
- Modify the print options

Equipment/supplies provided

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

Method of evaluation

Application

Length of event

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

Entries

Each state is allowed five (5) entries

Advanced Spreadsheet Applications (07)

Description

Develop effective solutions to business problems using many of the advanced features within the Microsoft Excel skill standards for the MOS Spreadsheet Expert Exam.

Eligibility

Any student may enter this event. A contestant may not compete in both Fundamental and Advanced Spreadsheet.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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

- 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

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

Method of evaluation

Application

Length of event

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

Entries

Each state is allowed five (5) entries

Banking & Finance (08)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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
- Identify and compare various types of investment instruments
- Define practices related to the use of checks and other negotiable instruments
- Perform the steps needed to open and use a checking account
- Reconcile a bank statement
- Identify procedures for effectively assisting customers
- Describe types of loans and practices related to obtaining a loan
- Calculate the interest amount on a loan
- Explain credit and why it is used
- Define interest and why it is charged
- Describe the advantages and disadvantages of different savings and investing plans
- Explain factors that affect the rate of return on a given savings or investment plan
- Describe the FDIC and discuss government regulations in banking
- Identify procedures for prevention of bank fraud and/or identity theft
- Describe services offered as a result of banking technology

Method of evaluation

Application and Objective Test

Length of event

No more than 60 minutes testing time

Entries

Each state is allowed five (5) entries

Financial Analyst Team (09)

Description

Use analytical and problem solving skills to make decisions and recommendations using financial reports, both internal and external. The team analyzes and interprets computer reports from a business case study.

Eligibility

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

Team must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials
- One (1) laptop/notebook computer per team. Team must bring all supporting devices (e.g., extension cords, power supply, printer, paper, etc.
- **Optional** : Poster board, easel, flipcharts, and markers ,and Projector/Props

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 to determine the value of assets, liabilities, and owner's equity
- Prepare, interpret, and analyze financial statements for service, merchandising, and manufacturing business.
- 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
- Prepare a technical written report
- Present findings in a formal presentation using supporting materials

Specifications

- Report must follow the [Style & Reference Manual](#) format for reports.
- School names should not be visible on any equipment, screen savers, etc., utilized during presentations in front of judges.

Equipment/supplies provided

- No computers will be provided in preparation room or presentation room.
- Projection surface provided at national competition only.

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Preparation Room

- Teams are allowed to use only one computer in the preparation room.
- Teams must bring one laptop/notebook computer, portable printer, software, and paper for use in the preparation room. Carry-in and set-up of equipment must be done solely by the contestants and take place within the time allotted for orientation/warm-up.

Method of evaluation

Judging Rubric

Length of event

Preliminary

No more than five (5) minutes orientation

No more than 90 minutes preparation time

Finals

No more than ten (10) minutes set-up in presentation room

No more than ten (10) minutes presentation time

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

Entries

Each state 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 EVENTADMINISTRATOR/PROCTOR BEFORE JUDGING TAKES PLACE.

Financial Analyst Team (09)

Preliminary Scoring Rubric/Rating Criteria

PRELIMINARIES				
Items to Evaluate	Below Average	Average	Good	Excellent
Solution of Problem:				
Accuracy of Financial Reports	1-5	6-10	11-15	16-20
Accuracy of Ratios	1-5	6-10	11-15	16-20
Analysis of the Problem	1-5	6-10	11-15	16-20
Considerations beyond requirements	1-5	6-10	11-15	16-20
Solutions or advice	1-5	6-10	11-15	16-20
Written Report:				
Format of Financial Reports	1-5	6-10	11-15	16-20
Report in proper format – style guide	1-5	6-10	11-15	16-20
Format of Summary	1-5	6-10	11-15	16-20
TOTAL POINTS (160 maximum)				

Final Judging Rubric/Rating Criteria

FINALS				
Items to Evaluate	Below Average	Average	Good	Excellent
Oral Report:				
Content of Presentations/Rationale	1-5	6-10	11-15	16-20
Effectiveness of presentation; participation by all team members, no indication of chapter, student names, location, city, state, etc.	1-5	6-10	11-15	16-20
Answers to Judges	1-5	6-10	11-15	16-20
TOTAL POINTS (60 maximum)				

Specification Points

All points or none are awarded by the proctor per team, not per judge.	
Presentation lasted no more than ten (10) minutes	10
All registered team members participated in the entire event	20
TOTAL SPECIFICATION POINTS (30 points maximum)	

Economic Research Project–Individual (S) (10)

Description

One economic research topic is selected by the National Business Professionals of America and provided at the beginning of the school year. The student 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 may enter this event. Each contestant may submit only one (1) research paper. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

One envelope containing the materials required for the interview, as listed in the specifications section.

Notes or note cards for oral presentation (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. Props and/or electronic presentations are not allowed.

Competencies

- Demonstrate knowledge and understanding of basic economic concepts in exploring and analyzing economic issues
- Communicate research in a clear and concise manner both orally and in writing
- Analyze and discuss changes in the global economy and how they impact the U.S. economy
- Explore basic economic concepts that affect the workplace
- Identify economic system
- Explain how economic growth can be promoted and measured
- Conduct research using various resources and methods
- Analyze basic economic problems
- Evaluate and make decisions on economic issues based on research
- Prepare a research paper using the report format provided in the *Style & Reference Manual*
- Discuss findings and respond to questions

Specifications

- The completed research paper must be uploaded to the National Center at <http://www.bpa.org/contests/econresind> no later than 11:59 pm Eastern Time on April 1, 2011.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated.
- 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* with the exception of the following: omit Sender, Recipient, Recipient Title and Date from report format (pertinent information is noted on title page, described below).

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- Each research paper must include a title page which follows the [Style & Reference Manual](#) format.
- Length of document is limited to five (5) double-spaced, single-sided, numbered pages with one-inch margins. The title page and works cited are not included in the five pages.
- No additional charts, tables, graphics, etc. will be accepted.
- Each research paper must reflect the contestant's own research, writing, and original thinking.
- The research paper and entry form must be typed/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.
- Two (2) copies of the completed research paper and two (2) copies of the [Entry Form/Statement of Originality and Compliance with Event Specifications](#) must be submitted at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Oral presentations will be limited to five (5) minutes for presenting conclusions to the panel of judges and ten (10) minutes to answer judges' questions. Notes or note cards may be used.

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

Over the past two decades, man-made and natural disasters have caused devastation to resources in our country. Choose a disaster from this time period, and research the impact of this disaster on the local and national economy. Your research project can include but is not limited to the following:

- What were the short-term and long-term effects on the local and national economy?
- What local and national resources were affected?
- What, if any, ripple effect occurred in the economy?
- What changes were or will be necessary for a significant recovery from the economic impact?
- What resources were used to negate the impact of the disaster?

Method of evaluation

Technical Judging Rubric
Presentation Judging Rubric

Length of event

No more than five (5) minutes presentation time
No more than ten (10) minutes for judges' questions
Finals may be included at State and National levels

Entries

Each state is allowed three (3) entries

STUDENTS IN ALL JUDGED EVENTS WHO WISH TO RECEIVE JUDGES' COMMENTS MUST SUBMIT A SELF-ADDRESSED, STAMPED ENVELOPE TO THE EVENTADMINISTRATOR/PROCTOR BEFORE JUDGING TAKES PLACE.

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

Economic Research Project–Individual (10)

Technical Judges' Research Paper Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average 1-5 points	Average 6-10 points	Good 11 – 15 points	Excellent 16-20 points
Comprehension	Topic not identified Not focused Random thoughts Difficult to read Desperate for ideas	Topic not clear Searching for ideas No clear purpose Hard to picture	Clear message General Functional Difficult to focus Shows some purpose	Ideas well-organized Demonstrates understanding of subject matter Easy to read All important points covered Free of content errors Awareness of issue Grasps overall issue
Organization	No logic No continuity Gaps of information	Somewhat logical Difficult to understand Irregular pacing	Mostly logical Some structure Some critical connections	Argument follows logical progression Easily understood Orderly presentation Structured to keep reader interested
Conclusions	No argument Passive Struggling	Too broad Lacking detail Meaning obscured	Vague argument Weak evidence Lacking in purpose	Logical argument Evidence to support Convincing Factual findings/ discoveries Compelling summary
Creativity	Inadequate resources Bland Rote response Colorless	Lacking in resources General Acceptable	Weak resources Shows some passion Some originality Obvious images	Diverse resources, including interviews Creative angle on the issue Originality Proficiency Inventiveness
Writing	Need for editing Misuse of words Imprecise	Limited correctness Stumbling Disjointed	Readable Questionable meaning Functional	Correct grammar, spelling, punctuation Concise language Sentence structure/ patterns Expressiveness
TOTAL RESEARCH PAPER POINTS (100 MAXIMUM)				

Presentation Judges' Scoring Rubric/Rating Criteria

Item to Evaluate	Below Average 1-5 points	Average 6-10 points	Good 11-15 points	Excellent 16-20 points
ORAL PRESENTATION	Ideas not focused Undeveloped introduction Transitions needed Limited conclusion Ineffective language choice Ideas difficult to follow	Lacks organization Introduction irrelevant Choppy transitions Abrupt conclusion Dull language choice Random ideas expressed	Main idea evident Introduction not well developed Awkward transitions Conclusion needs development Language choice limited Clear ideas expressed	Ideas clearly organized Introduction gets attention Smooth transitions Satisfying conclusion Language vivid and precise Convincing
JUDGES QUESTIONS	Ideas difficult to follow	Random ideas expressed	Clear ideas	Convincing
TOTAL PRESENTATION POINTS (40)				

Specification Points Rubric/Rating Criteria

All points or none are awarded by the proctor per contestant, not per judge.	
Word-processed research paper according to <i>Style and Reference Manual</i>	15
Word-processed works cited page	10
Presentation lasted no more than five (5) minutes	5
Two (2) copies of documents submitted at time of presentation	5
TOTAL PRESENTATION SPECIFICATION POINTS (35 MAXIMUM POINTS)	

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Economic Research Project–Team (S) (11)

Description

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

Eligibility

Any student may enter this team event. A team will consist of 2-4 members. Each team may submit only one (1) research paper. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Team must supply

- One envelope containing the materials required for the interview, as listed in the specifications section.
- Notes or note cards for oral presentation (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.

Props and/or electronic presentations are not allowed.

Competencies

- Demonstrate knowledge and understanding of basic economic concepts in exploring and analyzing economic issues
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate teamwork skills needed to function in a business setting
- Analyze and discuss changes in the global economy and how they impact the US economy
- 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
- Evaluate and make decisions on economic issues based on research
- Prepare a research paper using the report format found in the *Style & Reference Manual*
- Discuss findings and respond to questions

Specifications

- The completed research paper must be submitted to the National Center at <http://www.bpa.org/contests/econresteam> no later than 11:59 pm Eastern Time on April 1, 2010.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Contestants must be registered for National-level competition prior to submission of materials.
- The contestant number must be included as indicated.

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- 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](#) with the exception of the following:
 - omit Sender, Recipient, Recipient Title and Date from report format (pertinent information is noted on title page, described below).
- Each research paper must include a title page which follows the [Style & Reference Manual](#) format.
- Length of document is limited to five (5) double-spaced, single-sided, numbered pages with one-inch margins. The title page and works cited are not included in the five pages.
- No additional charts, tables, graphics, etc. will be accepted.
- Each research paper must reflect the research, writing, and original thinking of the team.
- The research paper and entry form must be typed/word-processed.
- Each paper must include a word-processed works cited page which follows the [Style & Reference Manual](#) format.
- Two (2) copies of the completed research paper and two (2) copies of the [Team Entry Form/Statement of Originality and Compliance with Event Specifications](#) must be submitted the NLC, at both Preliminary and Final Competition.
- Oral presentation will be limited to five (5) minutes for presenting conclusions to the panel of judges and ten (10) minutes to answer judges' questions. Notes or note cards may be used.

Topic

Recent unemployment rates indicate a lack of job opportunities in the United States. Research whether this unemployment rate is a true indicator of overall job availability in this country. Your research project can include but is not limited to the following:

- Are there jobs available for the work force?
- Does the unemployed workforce skill base match the current job opportunities?
- Is this rate influenced by the lack of mobility of the work force?
- What is the impact on the unemployment rate of highly-skilled workers filling jobs for which they are over-qualified?

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

Method of evaluation

Technical Judging Rubric
Presentation Judging Rubric

Length of event

No more than five (5) minutes presentation time
No more than ten (10) minutes of judges' questions
Finals may be included at State and National levels.

Entries

Each state is allowed two (2) entries

Students' who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for technical judging cannot be returned.

Economic Research Project–Team (11)

Technical Judges' Research Paper Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average 1-5 points	Average 6-10 points	Good 11 – 15 points	Excellent 16-20 points
Comprehension	Topic not identified Not focused Random thoughts Difficult to read Desperate for ideas	Topic not clear Searching for ideas No clear purpose Hard to picture	Clear message General Functional Difficult to focus Shows some purpose	Ideas well-organized Demonstrates understanding of subject matter Easy to read All important points covered Free of content errors Awareness of issue Grasps overall issue
Organization	No logic No continuity Gaps of information	Somewhat logical Difficult to understand Irregular pacing	Mostly logical Some structure Some critical connections	Argument follows logical progression Easily understood Orderly presentation Structured to keep reader interested
Conclusions	No argument Passive Struggling	Too broad Lacking detail Meaning obscured	Vague argument Weak evidence Lacking in purpose	Logical argument Evidence to support Convincing Factual findings/ discoveries Compelling summary
Creativity	Inadequate resources Bland Rote response Colorless	Lacking in resources General Acceptable	Weak resources Shows some passion Some originality Obvious images	Diverse resources, including interviews Creative angle on the issue Originality Proficiency Inventiveness
Writing	Need for editing Misuse of words Imprecise	Limited correctness Stumbling Disjointed	Readable Questionable meaning Functional	Correct grammar, spelling, punctuation Concise language Sentence structure/ patterns Expressiveness
TOTAL RESEARCH PAPER POINTS (100 MAXIMUM)				

Presentation Judges' Scoring Rubric/Rating Criteria

Item to Evaluate	Below Average 1-5 points	Average 6-10 points	Good 11-15 points	Excellent 16-20 points
ORAL PRESENTATION	Ideas not focused Undeveloped introduction Transitions needed Limited conclusion Ineffective language choice Ideas difficult to follow	Lacks organization Introduction irrelevant Choppy transitions Abrupt conclusion Dull language choice Random ideas expressed	Main idea evident Introduction not well developed Awkward transitions Conclusion needs development Language choice limited Clear ideas expressed	Ideas clearly organized Introduction gets attention Smooth transitions Satisfying conclusion Language vivid and precise Convincing
JUDGES QUESTIONS	Ideas difficult to follow	Random ideas expressed	Clear ideas	Convincing
TOTAL PRESENTATION POINTS (40)				

Specification Points Rubric/Rating Criteria

All points or none are awarded by the proctor per contestant, not per judge.	
Word-processed research paper according to <i>Style and Reference Manual</i>	15
Word-processed works cited page	10
Presentation lasted no more than five (5) minutes	5
Two (2) copies of documents submitted at time of presentation	5
All registered members of team participated in presentation	20
TOTAL PRESENTATION SPECIFICATION POINTS (55 MAXIMUM POINTS)	

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Financial Math & Analysis–Open Event (12)

Description

Assess knowledge of math concepts. Students solve word problems related to work and consumer issues.

Eligibility

Any student may enter this event.

Contestant must supply

Cordless calculator: Electronic devices will be monitored according to ACT standards.

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
- Apply mathematical reasoning skills to consumer and work-related problems
- Solve addition, subtraction, multiplication, and division 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
- Identify and correct errors
- 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

Entries

Unlimited

Insurance Concepts–Open Event (13)

Description

Assess knowledge of insurance practices, procedures and concepts. Test questions are offered by the Insurance Education Institute. Completion of the test with 85% score or higher will result in competency certification by the Griffith Insurance Education Foundation.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils
- Cordless calculator: Electronic devices will be monitored according to ACT standards. **Contestants who violate this rule will be disqualified.**

<p>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.</p>
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Competencies

- Identify the benefits of insurance including indemnification for loss, reduction of worry and fear, source of investment income and loss prevention
- Identify operations within an insurance organization including insurance occupations, such as actuarial science, underwriting, production, claim settlement, reinsurance and investments, insurance sales and marketing
- Identify requirements of an insurable risk (number of exposure units, accidental and intentional, determinability and measurability of loss, catastrophic loss, chance of loss must be calculable, economic feasibility of the premium feasible, etc.)
- Apply risk management strategies including risk avoidance, risk control and risk transfer
- Analyze how risk is transferred from the insured to the insurer
- Evaluate the spread of losses incurred by the few over the entire group (average loss versus actual loss)
- Examine the characteristics of an entire population by observing characteristics of sample groups

Method of evaluation

Objective Test

Entries

Unlimited



The Griffith Insurance Education Foundation

Competencies and test content generously provided by the Griffith Insurance Education Foundation through the Insurance Risk Management Center for Learning

Business Professionals of America Workplace Skills Assessment Program
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ADMINISTRATIVE SUPPORT EVENTS

- [\(20\) Keyboarding Production](#)
- [\(21\) Fundamental Word Processing Skills](#)
- [\(22\) Advanced Word Processing Skills](#)
- [\(23\) Integrated Office Applications](#)
- [\(24\) Desktop Publishing](#)
- [\(25\) Basic Office Systems & Procedures](#)
- [\(26\) Advanced Office Systems & Procedures](#)
- [\(27\) Legal Office Procedures](#)
- [\(28\) Medical Office Procedures](#)
- [\(29\) Database Applications](#)
- [\(30\) Administrative Support Team](#)
- [\(31\) Administrative Support Research Project—Ind. \(S\) Judged](#)
- [\(33\) Administrative Support Concepts—Open Event](#)

Keyboarding Production (20)

Description

Evaluate entry-level skills in keyboarding and document production.

Eligibility

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

Post-Secondary students 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 who has previously competed in Keyboarding Production, Fundamental Word Processing Skills or Advanced Word Processing Skills. Students may compete in only one of the following events each year: Keyboarding Production, Fundamental Word Processing Skills, or Advanced Word Processing Skills.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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)
- Key and format addresses (labels)
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, reference manual, dictionary)

Equipment/supplies provided

- Microcomputer, printer, and paper
- Software as designated for this event

Method of evaluation

Application

Length of event

No more than ten (10) minutes orientation

No more than 60 minutes actual testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Fundamental Word Processing Skills (21)

Description

Evaluate fundamental skills in word processing and document production.

Eligibility

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

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [NLC 2011 Calculator Guidelines](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials

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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, 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

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

Method of evaluation

Application

Length of event

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

Entries

Each state is allowed five (5) entries

Advanced Word Processing Skills (22)

Description

Evaluate advanced level skills in word processing and document production.

Eligibility

Students may compete in only one of the following events each year: Keyboarding Production, Fundamental Word Processing Skills, or Advanced Word Processing Skills. This event may be repeated.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
Contestants who violate this rule will be disqualified.
- Published and/or unpublished 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

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

Method of evaluation

Application

Length of event:

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

Entries

Each state is allowed five (5) entries

Integrated Office Applications (23)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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
- Merge word processing, presentation, database, and/or spreadsheet files to produce business documents

Equipment/supplies provided

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

Method of evaluation:

Application and Objective Test

Length of event

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

Entries

Each state is allowed five (5) entries

Desktop Publishing (24)

Description

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

Eligibility

Any student may enter this event.

Contestant may supply

- Published and/or unpublished written reference materials
- Students may bring a Macintosh computer, if desired. Those students using Macintosh computers must also bring a portable black and white printer, software, and paper (must bring all or none).
- Carry-in and set-up of equipment must be done solely by the student and must take place within the time allowed for orientation/warm-up.
- Only black and white printing is to be used; the use of color print will result in disqualification.

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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 that includes 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: students may use software templates, but creativity points may be reduced.

Equipment/supplies provided

Microcomputer, printer, and paper
Software as designated for this event
Downloaded contest graphics

Method of evaluation

Application

Length of event

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

Entries

Each state is allowed five (5) entries

Basic Office Systems & Procedures (25)

Description

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

Eligibility

A student who has previously competed in Advanced Office Systems & Procedures may not enter this event. Students may not compete in Basic Office Systems & Procedures and Advanced Office Systems & Procedures in the same year. 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. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials

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Competencies

- Demonstrate knowledge of office procedures, records and file management, and office technologies
- Apply technical skills to manage information and produce business documents
- Proofreading 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

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

Method of evaluation

Application and Objective Test

Length of event

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

Entries

Each state is allowed five (5) entries

Advanced Office Systems & Procedures (26)

Description

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

Eligibility

Students may not compete in Basic Office Systems & Procedures and Advanced Office Systems & Procedures in the same year. Students 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. [NLC 2011 Calculator Guidelines](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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

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

Method of evaluation

Application and Objective Test

Length of event

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

Entries

Each state is allowed five (5) entries

Legal Office Procedures (27)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 law office
- 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

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

Method of evaluation

Application and Objective Test

Length of event

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

Entries: Each state is allowed five (5) entries

Medical Office Procedures (28)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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
- Apply appropriate use of S.O.A.P. and HPIP
- 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
- Place information in correct S.O.A.P. and HPIP format

Equipment/supplies provided

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

Method of evaluation

Objective Test

Application

Length of event:
No more than ten (10) minutes orientation
No more than 60 minutes actual testing time
No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries

Database Applications (29)

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 may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials.

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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 on the report)
- Analyze data in reports

Equipment/supplies provided

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

Method of evaluation

Application

Length of event

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

Entries

Each state is allowed five (5) entries

Administrative Support Team (30)

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 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. [Use of Calculators](#)
Contestants who violate this rule will be disqualified.
- Published and/or unpublished 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

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

Software as designated for this event

USB 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 90 minutes actual testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed two (2) entries

Administrative Support Research Project–Individual (S) (31)

Description

One administrative support topic is selected by National Business Professionals of America and provided at the beginning of the school year. Students 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 may enter this event. Each contestant may submit only one (1) research paper. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging. Students must participate in both parts of the competition in order to be ranked.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Notes or note cards for oral presentation (optional)
- One envelope containing the materials required for presentation, as listed in the specifications
- **Props and/or electronic presentations are not allowed.**

<p>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.</p>
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Competencies

- Demonstrate knowledge and understanding of basic administrative support concepts in 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

- The completed research paper and an [Individual Entry Form/Statement of Originality and Specifications Compliance](#) must be submitted to the National Center website at <http://www.bpa.org/contests/admsupport> no later than 11:59 pm Eastern Time on April 1, 2011.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. 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](#) with the exception of the following:

omit Sender, Recipient, Recipient Title and Date from report format (pertinent information is noted on title page, described below).

- Each research paper must include a title page which follows the [Style & Reference Manual](#) format. Length of document is limited to five (5) double-spaced, single-sided, numbered pages with one-inch margins. The title page and works cited are not included in the five pages.
- No additional charts, tables, graphics, etc. will be accepted.
- Each research paper must reflect the research, writing, and original thinking of the individual.
- The research paper and entry form must be typed/word-processed.
- Each paper must include a word-processed works cited page which follows the [Style & Reference Manual](#) format.
- Two (2) copies of the completed research paper and the [Individual Entry Form/Statement of Originality and Specifications Compliance](#) must be submitted the NLC, at both Preliminary and Final Competition.
- Oral presentation will be limited to five (5) minutes for presenting conclusions to the panel of judges and ten (10) minutes to answer judges' questions. Notes or note cards may be used.

Topic

Research and discuss health and safety issues in today's office.

Topics may include but are not limited to:

- Wellness
- OSHA
- Ergonomics
- Health Insurance and Benefits
- Flex Scheduling
- Repetitive Stress Syndrome
- Equipment
- Workplace Conditions
- Hazards
- Communication System
- Crisis Management
- Emergency Procedures
- Employee Rights and Responsibilities

Please do not include all of these topics in your report. These are recommended topics that are not required.

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

Method of evaluation

Technical Judging Rubric
Presentation Judging Rubric

Length of event

No more than five (5) minutes oral presentation
No more than ten (10) minutes judges' questions
Finals may be included at State and National Levels

Entries

Each state is allowed three (3) entries
Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Administrative Support Research Project–Individual (31)

Technical Judges’ Scoring Rubric/Rating Criteria

Items to Evaluate RESEARCH PAPER	Below Average 1-5 points	Average 6-10 points	Good 11 – 15 points	Excellent 16-20 points
Comprehension	Topic not identified Not focused Random thoughts Difficult to read Desperate for ideas	Topic not clear Searching for ideas No clear purpose Hard to picture	Clear message General Functional Difficult to focus Shows some purpose	Ideas well-organized Demonstrates understanding of subject matter Easy to read All important points covered Free of content errors Awareness of issue Grasps overall issue
Organization	No logic No continuity Gaps of information	Somewhat logical Difficult to understand Irregular pacing	Mostly logical Some structure Some critical connections	Argument follows logical progression Easily understood Orderly presentation Structured to keep reader interested
Conclusions	No argument Passive Struggling	Too broad Lacking detail Meaning obscured	Vague argument Weak evidence Lacking in purpose	Logical argument Evidence to support Convincing Factual findings/ discoveries Compelling summary
Creativity	Inadequate resources Bland Rote response Colorless	Lacking in resources General Acceptable	Weak resources Shows some passion Some originality Obvious images	Diverse resources, including interviews Creative angle on the issue Originality Proficiency Inventiveness
Writing	Need for editing Misuse of words Imprecise	Limited correctness Stumbling Disjointed	Readable Questionable meaning Functional	Correct grammar, spelling, punctuation Concise language Sentence structure/ patterns Expressiveness
TOTAL RESEARCH POINTS (100 MAXIMUM)				

Administrative Support Research Project – Individual (31)

Presentation Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average 1-5 points	Average 6-10 points	Good 11 – 15 points	Excellent 16-20 points
ORAL PRESENTATION/ INTERVIEW	Ideas not focused Undeveloped introduction Transitions needed Limited conclusion Ineffective language choice Ideas difficult to follow	Lacks organization Introduction irrelevant Choppy transitions Abrupt conclusion Dull language choice Random ideas expressed	Main idea evident Introduction not well developed Awkward transitions Conclusion needs development Language choice limited Clear ideas expressed	Ideas clearly organized Introduction gets attention Smooth transitions Satisfying conclusion Language vivid and precise Convincing
JUDGES' QUESTIONS	Ideas difficult to follow	Random ideas expressed	Clear ideas	Convincing
TOTAL PRESENTATION POINTS (40)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded by the proctor per contestant, not per judge.	
Word-processed research paper according to <i>Style and Reference Manual</i>	15
Word-processed works cited page	10
Presentation lasted no more than five (5) minutes	5
Two (2) copies of documents submitted at time of presentation	5
TOTAL PRESENTATION SPECIFICATION POINTS (35 MAXIMUM)	

Administrative Support Concepts–Open Event (33)

Description

Evaluate knowledge of basic administrative support concepts.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. See Web site www.act.org/aap/taking/calculator.html. **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 ARMA filing
- Analyze spreadsheet data
- Identify letter parts

Method of evaluation

Objective Test

Entries

Unlimited

INFORMATION TECHNOLOGY EVENTS

- [\(40\) Computer Network Technology](#)
- [\(41\) Cisco Systems Administration](#)
- [\(42\) Network Administration Using Microsoft](#)
- [\(43\) C++ Programming](#)
- [\(44\) Visual Basic Programming](#)
- [\(45\) Java Programming](#)
- [\(46\) Fundamentals of Web Design](#)
- [\(47\) PC Servicing & Troubleshooting](#)
- [\(48\) Computer Security](#)
- [\(49\) Digital Media Production](#) Judged
- [\(50\) Computer Animation Team](#) Judged
- [\(51\) Network Design Team](#) Judged
- [\(52\) Software Engineering Team](#) Judged
- [\(53\) Video Production Team](#) Judged
- [\(54\) Web Application Team](#) Judged
- [\(55\) Web Site Design Team](#) Judged
- [\(56\) Information Technology Concepts- Open Event](#)
- [\(57\) Broadcast News Production Team](#) Judged

Computer Network Technology (40)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- No. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials

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Competencies

- Demonstrate knowledge of OSI model
- Demonstrate knowledge of Network adapters
- Demonstrate knowledge of Network cabling
- Demonstrate knowledge of Bridges, routers, 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 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

Length of event

No more than 60 minutes testing time

Entries

Each state is allowed five (5) entries

CISCO® Systems Administration (41)

Description

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

Eligibility

Any student may enter this event.

- **Contestant must supply**
- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials.

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Competencies

- Demonstrate knowledge of OSI model
- 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 LAN/WAN switching theory and VLANS

Method of evaluation

Objective Test

Application (Using Simulation software provided by CISCO) National Level Only

Length of event

No more than 60 minutes testing time

Entries

Each state is allowed five (5) entries



Sponsored by CISCO

Network Administration Using Microsoft (42)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished 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 XP® with SP2 and Win Server 2003 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)
- Implement, configure, manage, and troubleshoot local security policy
- Monitor, configure, troubleshoot, and control access to Web sites
- 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 policies in a Windows® environment
- Implement, configure, manage, and troubleshoot auditing

Method of evaluation

Objective Test

Length of event

No more than 60 minutes testing time

Entries

Each state is allowed five (5) entries

C++ Programming (43)

Description

Evaluate knowledge of working with structured designs, algorithms, and OOP methodology.

Eligibility

Any student may enter this event.

Contestant must supply

- Microcomputer or laptop/notebook A full-size keyboard may be used.
- Carry-in and setup of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up.
- Contestant must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE etc).
- Published and/or unpublished written reference materials may be used.

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Competencies

- Demonstrate understanding of general computer concepts and computer language
- Use programming skills for proper development of a computer program
- Demonstrate knowledge of C++ computer language
- Implement program logic (algorithms, structured design),
- Apply basic business applications
- Create a C++ program using calculations, totals, selection, logical operators, classes, sequential file access, I/O operations, data structures, and loops

Method of evaluation

Application

Length of event

No more than 90 minutes testing time for computerized application test

Entries

Each state is allowed five (5) entries

Visual Basic Programming (44)

Description

Evaluate knowledge of working with Visual Basic syntax, programming logic, program development, system design concepts, database, Visual Basic IDE Report Writers, designers and objects.

Eligibility

Any student may enter this event.

Contestant must supply

- Computer or laptop/notebook.
- Carry-in and setup of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up.
- Contestant must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE etc).
- Published and/or unpublished written reference materials.

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Competencies

- Demonstrate knowledge of object oriented concepts and techniques
- Demonstrate understanding of general computer concepts and computer language.
- Demonstrate knowledge of VB programming language, concepts and syntax
- Demonstrate knowledge of native VB designers and tools
- Demonstrate knowledge of database concepts and Access 2007
- Demonstrate knowledge of the integration of XML data into a VB.Net program
- Demonstrate knowledge of native VB IDE report generators
- Use structured design techniques, algorithms, and object-oriented concepts
- Integrate a backend data store into a VB GUI
- Create reports within a VB application that utilizes a database as source data
- Create a VB program/GUI using variables, looping, controls, logical operations, calculations, totals, sequence, data structures, selection, and I/O operations

Method of evaluation

Application

Length of event

No more than 90 minutes testing time for computerized application test

Entries

Each state is allowed five (5) entries

JAVA Programming (45)

Description

Utilize structured designs to develop software using the JAVA programming language.

Eligibility

Any student may enter this event.

Contestant must supply

- Microcomputer or laptop/notebook. A full-size keyboard may be used.
- Carry-in and setup of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up.
- Contestant must bring all supporting devices and software appropriate for the event (e.g., extension cords, power supply, IDE etc).
- Published and/or unpublished written reference materials may be used

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Competencies

- Demonstrate understanding of general computer concepts and computer language
- Use programming skills for proper development of a computer program
- Demonstrate knowledge of JAVA computer language
- Use JAVA computer language concepts and syntax
- Use structured design techniques and object-oriented concepts
- Create a JAVA program using sequence, selection, and repetition structures
- Apply programming concepts such as classes, operators, loops, control breaks, sequential file access, data structures, error handling, and I/O operations

Method of evaluation

Application

Length of event

No more than 90 minutes testing time for computerized application test

Entries

Each state is allowed five (5) entries

Fundamentals of Web Design (46)

Description

Demonstrate knowledge of fundamental web design coding and syntax.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials

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Competencies

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

Equipment/supplies provided

Computer

Method of evaluation

Application and Objective Test

Length of event

No more than ten (10) minutes orientation

No more than 90 minutes testing time

No more than (10) minutes wrap-up

Entries

Each state is allowed five (5) entries



Sponsored by PaulNet Communications

PC Servicing & Troubleshooting (47)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials

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Competencies

- Identify PC components
- Add and remove components
- Demonstrate knowledge of System resources
- Utilize Peripheral ports
- Demonstrate knowledge of IDE devices
- Demonstrate knowledge of SCSI devices
- Utilize peripheral devices
- Replace system components
- 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 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

Equipment/supplies provided

Toolkit for hands-on component at National level

Method of evaluation

Objective Test

Application

- may be added to the event at the State level
- will be added to the event during National level competition **for top ten objective scores**

Length of event

No more than 60 minutes for objective test

No more than 60 minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

Computer Security (48)

Description

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

Eligibility

Any student may enter this event.

Contestant must supply

- No. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [Use of Calculators](#)
- **Contestants who violate this rule will be disqualified.**
- Published and/or unpublished written reference materials.

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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

Application

- may be added to the event at the State level
- will be added to the event during National level competition **for top ten objective scores**

Length of event

No more than 60 minutes for objective test

No more than 60 minutes for hands-on tasks

Entries

Each state is allowed five (5) entries

Digital Media Production (49)

Description

Create a one to two (1-2) minute digital media production based upon the assigned topic below.

Eligibility

Any student may enter this event.

Contestant must supply

- Visual display technology in the form of (but not limited to) a desktop/laptop with internal or external speakers, projector, TV or DVD player
- Video projector (optional)
- Props (optional)
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted for orientation/warm-up.
- Team must bring all supporting devices (e.g., extension cords, power supply, etc).

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Competencies

- Demonstrate utilization of various software applications
- Demonstrate knowledge of digital media
- Demonstrate knowledge of graphic design including color, animation, audio, and video

Specifications

- The student will develop a visual communication tool utilizing various software applications related to digital production.
- Present a copy of the [Individual Entry Form/Statement of Originality and Specifications Compliance](#), [Release Form\(s\)](#) and a CD or DVD bearing the production at the time of the presentation at the NLC at both Preliminary and Final Competition.
- The production must be in an executable file format on a CD-ROM or DVD. For CD-ROM only, a README file must be included which states the program and platform used.
- The student may utilize audio, text, video, graphics, and animation.
- School names should not be visible on any equipment, screen savers, etc., utilized during presentations in front of judges.
- Use of transitions and continuity must exist in the production.
- The contestant is responsible for securing a [release form](#) from any person whose image is used in the production.
- All text/graphics materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

Topic

Create a one to two (1-2) minute promotional piece for the Business Professionals of America National Leadership Conference in Chicago, IL from April 25 – 29, 2012.

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

Method of evaluation

Judging Rubric

Length of event

No more than ten (10) minutes for set-up/wrap-up

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

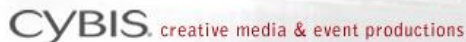
No more than five (5) minutes for judges' questions

Finals may be included at State and National levels.

Entries

Each state is allowed three (3) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

The logo for Cybis Communications, featuring the word "CYBIS" in a bold, sans-serif font, followed by "creative media & event productions" in a smaller, lowercase, sans-serif font.

This event is sponsored by Cybis Communications who generously provides scholarships.

Digital Media Production (49)

Presentation Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Production Layout Visual organization is easily understood Aesthetic use of colors and fonts Consistent format	1-20	21-40	41-60	60-80
Graphics/Media Use Enhances theme Creativity through graphic design Originality of graphics Effective use of innovative technology (may include animations)	1-20	21-40	41-60	60-80
Content Developed through theme Portrays the theme Effectiveness of production	1-20	21-40	41-60	60-80
Presentation Ability to explain the development and design process Ability to explain the use and the development of innovative technology Ability to explain the use and development of media elements (graphics, video, audio, etc.)	1-20	21-40	41-60	60-80
PRESENTATION POINTS (320 maximum points)				

Specification Points Scoring Rubric/Rating Criteria

All points or none are awarded by the proctor per individual, not per judge.	
Set up lasted no more than ten (10) minutes	10
Presentation lasted no more than ten (10) minutes.	10
Documentation, release forms and DVD submitted at presentations	10
SPECIFICATION POINTS (30 maximum points)	

Computer Animation Team (50)

Description

Create a visualization animation (not to exceed two (2) minutes) based upon the assigned topic below.

Eligibility

Any student may enter this event. A team will consist of 2-4 members. Teams participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

- Visual display technology in the form of, but not limited to, a desktop/laptop with internal or external speakers, projector, TV and DVD player
- Props (optional)
- Carry-in and setup of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm up.
- Supporting Devices (e.g., extension cord, power supply, etc.) Electrical power will be provided

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Competencies

- Demonstrate utilization of various editing software, applications.
- Demonstrate development of animation within a story board.
- 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

- 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).
- Contestants must be registered for National-level competition prior to submission of materials. The team number must be included as indicated.
- The contestant is responsible for securing a [Release Form](#) from any person whose image is used in the production
- Two copies of the Team Entry Form/Statement of Originality and Specification Compliance, two copies of the storyboard, two copies of all [Release Forms](#) and a CD/DVD with the entry must presented be at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Teams may also bring one storyboard (not to exceed 22" x 28") for their use during the presentation.
- The team may utilize audio, text, video, graphics, and 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](#).)
- National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- It is the policy of Business Professionals of America to comply with the Copyright Law of the United States of America, Title 17, Circular 92 which are available on the web www.copyright.gov/title17/circ92.pdf. Refer to the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#).
- **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- Animation must run on both Mac and Windows platforms.

Topic

Design a super hero character and an animation that depicts his/her heroism.

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

Method of evaluation

Judging Rubric

Length of event

No more than five (5) minutes for setup/wrap-up

No more than ten (10) minutes for the presentation

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

Finals may be included at State and National levels.

Entries

Each state is allowed two (2) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for technical judging cannot be returned.

Computer Animation Team (50)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Composition <ul style="list-style-type: none"> • Execution of plan Storyboard/Script/Goals established for animation • Artistic Layout/Design Principles • Clarity of message Message is attention-grabbing, compelling Message has a beginning, middle, and an ending • Entertainment Value – Animation is memorable, entertaining, and/or fulfills goals Media elements support and/or enhance message • Grammar, Spelling, Punctuation, and Usage Content without errors/No copyright violations 	1 – 10	11 - 20	21 – 30	31 – 40
Creativity <ul style="list-style-type: none"> • Animation is original Fresh ideas, innovative, unique • Animation effectively fulfills project goals • WOW factor! Animation exceeds expectations • Animation is Visually Appealing, Engaging, Inspirational • Animation is memorable and has “personality” 	1 – 10	11 - 20	21 – 30	31 – 40
Complexity/Craftsmanship <ul style="list-style-type: none"> • Principles of animation applied Squash and Stretch- Illusion of weight and volume is given to the animation as it moves (i.e. tennis ball compressing when hit) Anticipation- Movement prepares the audience for major actions the animation is about to perform Staging- Actions clearly communicate to the audience the attitude, mood, reaction or idea of the animation as it relates to the topic, providing continuity Slow- Out and Slow-In techniques- used to simulate natural movements (i.e. fluid motion) Secondary Action(s)- used to add dimension to the animation • Innovative use of technology, advanced techniques • Modeling/Animation is realistic Model/Animation completed according to established goals for project Materials, lighting, and finishes support project plan with consistency • Attention to detail in modeling, animation techniques • Use of camera angles, timing, transitions, and techniques to support project goals and tell story with fluidity. 	1 – 20	21 - 40	41 – 60	61 – 80
Presentation <ul style="list-style-type: none"> • Ability to explain the development and design process • Ability to explain the use of innovative technology • Ability to explain use and development of media elements • Explanation of roles of various team members • Presentation quality/style 	1 – 20	21 - 40	41 – 60	61 – 80
PRESENTATION (240 points maximum)				

Business Professionals of America Workplace Skills Assessment Program
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Specification Scoring Rubric/Rating Criteria

PRESENTATION SPECIFICATION POINTS: All points or none are awarded by the proctor per individual, not per judge.	
Documentation, release form and DVD submitted at presentation	10
Presentation (including video) lasted no more than ten (10) minutes.	10
All registered team members participated in the presentation	20
SPECIFICATION POINTS (40 points maximum)	

Network Design Team (51)

Description

The team will analyze existing and planned business environments and develop a strategy for the implementation of a network infrastructure that addresses the need(s) of the defined business environment based on 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 may enter this event. A team will consist of 2-4 members.

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 written reference materials

Optional

- Projector / Props

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Competencies

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

Topic

Sweet Blue Industries is a market leader in the production of blueberry flavored bubblegum headquartered in San Francisco, CA. They recently acquired Blue Dream, a top rival in the blueberry confectionary industry who has two locations, one in Eugene, OR and one in Burlington, VT. They are looking for proposals on the best way to merge their two existing networks.

The Sweet Blue headquarters building will remain the headquarters for the newly merged entity. They had 230 employees working in the office space with an additional 30 total users coming over from the two Blue Dream locations that were acquired. All of these users have either laptops or desktops assigned to them. Additionally, there are still 30 users who will stay at each of the remote sites. These users will need to connect into the servers located at headquarters for email access. Each site will keep a local server for storing files in order to minimize the files that need to move between locations.

Here are some facts about each of the three sites:

San Francisco, CA

This is the headquarters site

The mail and main file servers (4) reside here. There are also two domain controllers, video surveillance server, and media content delivery servers.

The network operating system for this site is Microsoft Windows Server 2003 with a domain namespace of 'sweetblue.int'. They would like this site to be broken into two logical segments, production and finance. Finance should be allowed to reach all other sites and local segments. No site or segment should be able to access devices located in the Finance segment. Finance will house about 10 employees; the other 250 employees will be in the production segment.

All users are located on a single floor of a building located downtown

Currently, all devices are in the same 192.168.10.0/24 subnet

Eugene, OR

The Eugene site is the marketing department for Blue Dream

The network operating system for this site is a mixture of Microsoft Windows Server 2008 and Linux with a domain namespace of 'bluedream.local'

Many large image files are sent between here and San Francisco; they will need to be able to send a 300 Megabyte file to HQ in two minutes or less

This site uses the 172.16.10.0/24 subnet

There are about 30 users who work out of this office

Burlington, VT

The Burlington site will be responsible for the East Coast sales of Blue Dream bubblegum

There are 30 users based out of this office

The network model used in this location is peer to peer with no server technology in place.

Because they are sales people, most of them work outside of the office over 50% of the time

As a result, this office has no permanent assigned cube space and only provides 20 generic workspaces that do not have network cables run to them

The sales team does not require the transfer of any large files to headquarters

What the customer wants:

Blue Dream is concerned that with the additional users moving to the HQ location that they will run out of address space.

Establish a new addressing scheme that allows some room for growth and the ability to segment the finance department.

Propose an easy to manage method to dynamically assign the IP addresses to the devices on the network

Determine how to segment finance from the other departments

Eugene and Burlington should both have connectivity to the main office. Blue Dream would like to keep this cost to a minimum for the connection between Burlington and HQ.

The Eugene connection needs to have the bandwidth requirement taken into consideration. Ensure your solution will allow for the file transfer speeds listed above. The company understands that large speeds do not come cheap and would like to know how fast the connection needs to be and what type of connection will be used

Recommend a strategy for providing security for the internet connectivity at the main site

Recommend a strategy for energy savings in all datacenters. Include hardware recommendations and software recommendations including costs as well as return on investment savings estimations based on the strategy chosen

Provide a strategy for consolidating the various network operating systems architecture providing all users with a unified login strategy.

Recommend disaster recovery options, up to and including cost analyses for hot site, warm site, and cold site recommendations in the event of network impairment. Provide timelines for systems to be online and running including any hardware replacement and/or backup retrieval if necessary. WAN/LAN requirements and considerations should also be taken into consideration to provide all workers access to the information systems once re-established.

Provide a unified internal messaging strategy for Blue Dream integrating text messaging, email, and voicemail. Establish recommendations for devices end users will carry as well as server requirements.

Provide a strategy to reduce travel expense by hosting internal corporate meetings via telecommuting. This should include bi-directional audio and video capability. Recommend both hardware and software utilized to accomplish such strategies.

School names should not be visible on any equipment, screen savers, etc., utilized during presentations in front of judges.

Equipment/supplies provided

Projection surface at national competition only

Method of evaluation

Judging Rubric

Length of event

No more than five (5) minutes orientation

No more than 30 minutes preparation time

No more than five (5) 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

Entries

Each state is allowed two (2) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Network Design Team (51)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Voice quality and diction	1-7	8-15	16-22	23-30
Self-confidence, assertiveness and eye contact	1-7	8-15	16-22	23-30
Usage of technical terminology with appropriate explanation	1-7	8-15	16-22	23-30
Flow of content	1-7	8-15	16-22	23-30
Organization of information	1-7	8-15	16-22	23-30
Response to judges' questions	1-11	12-22	23-33	34-45
Title page and table of contents	1-7	8-15	16-22	23-30
Customer profile	1-7	8-15	16-22	23-30
Objectives	1-7	8-15	16-22	23-30
Abstract of implementation	1-7	8-15	16-22	23-30
Product(s) and/or service(s) provided	1-7	8-15	16-22	23-30
Short/long range goals	1-7	8-15	16-22	23-30
Financial analysis	1-7	8-15	16-22	23-30
Supporting documentation	1-7	8-15	16-22	23-30
Conciseness, completeness of plan	1-7	8-15	16-22	23-30
TOTAL PRESENTATION POINTS 75 MAXIMUM				

SPECIFICATION POINTS: All points or none awarded by the proctor per team, not per judge.	
Equipment set-up lasted no more than five (5) minutes	10
Presentation lasted no more than ten (10) minutes	10
All registered team members present for the entire event	10
TOTAL SPECIFICATION POINTS 30 MAXIMUM	

Video Production Team (53)

Description

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

Eligibility

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

Team must supply

- Visual display technology in the form of (but not limited to) a desktop/laptop with internal or external speakers, projector, TV or DVD player
- Video projector (optional)
- Props (optional)
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted for orientation/warm-up.
- 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 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 knowledge of software, equipment, and skills related to video production.
- Utilize various 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 using in placement of titles and visual effects.
- Demonstrate teamwork skills needed to function in a video editing environment.

Specifications:

- The team will develop a visual communication tool utilizing various software applications related to video production.
- A copy of the CD or DVD bearing the production, a well developed storyboard, script and [Team Entry Form/State of Originality and Specification Compliance Form](#) and [Release Form](#)(s) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- The production must be in an executable file format on a CD-ROM or DVD. For CD-ROM only, a README file must be included which states the program and platform used.
- The student 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 [Release Form](#) from any person whose image is used in the production.
- School names should not be visible on any equipment, screen savers, etc., utilized during presentations in front of judges.

- 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](#). National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- It is the policy of Business Professionals of America to comply with the Copyright Law of the United States of America, Title 17, Circular 92 available on the web www.copyright.gov/title17/circ92.pdf. Refer to the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#).
Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Topic

Create a (3-5) minute video production on the dangers of texting while driving.

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

Method of evaluation

Judging Rubric

Length of event

No more than five (5) 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 State and National levels.

Entries

Each state is allowed two (2) entries

Materials submitted at the time of presentation cannot be returned.

Video Production Team (53)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Required Elements Included more than one camera shot Included at least one interview Included one voice over Included Ending Credits	1-20	21-40	41-60	61-80
Content Originality of content (at least 50% of video must be footage shot by the team) Developed and portrayed theme Effectiveness of production Production free of typos	1-20	21-40	41-60	61-80
Quality Focus Steadiness Color Audio	1-20	21-40	41-60	61-80
Presentation Ability to explain the development and design process Ability to explain the use and the development of innovative technology Ability to explain the use and development of media elements (graphics, video, audio, etc.)	1-20	21-40	41-60	61-80
PRESENTATION (320 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

PRESENTATION SPECIFICATION POINTS: All points or none are awarded by the proctor per individual, not per judge.	
Equipment set up was in the allotted time (5) minutes	10
Entry Form/Statement of Originality and Specification Compliance, Release Form (s) , script, storyboard and DVD submitted at presentation	10
Presentation (including video) lasted no more than ten (10) minutes.	10
All registered team members present for the entire event (awarded if same members are present for all portions of the test)	10
SPECIFICATION POINTS (40 points maximum)	



Web Application Team (54)

Description

The team will create a database-driven Website with server-side functionality. The team is provided with the opportunity to design, build and present a working web application.

Eligibility

Any student may enter this event. A team will consist of 2-4 members. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Team must supply

- One (1) desktop/laptop computer/server: This computer will function as a server and should meet the minimum system requirements associated with the software that each team chooses.
- One (1) desktop/laptop computer (optional): This computer may be networked directly to the server for the purposes of demonstrating the application. The system must be fully functional with all peripherals and must accompany the desktop/laptop to the presentation site
- The web server and database server software that powers the web application may be loaded on the same machine utilized to demonstrate the application. This enables the team to demonstrate their application using only one computer, reducing the amount of setup time needed and simplifies transportation of equipment. However, some Microsoft® server products cannot launch without an active network connection with which to bind.
- The team must bring all supporting devices (e.g., extension cords, power supply, etc.).
- Optional - Projector / Props

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 database development and structured query language (SQL) skills
- Demonstrate application security features
- Demonstrate knowledge of server side scripting and Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Apply database development skills in order to create the back-end of the web application
- Apply database development skills in order to create the back-end of the Web application
- Apply web design skills and standards in order to complete the front-end of the website
- Implement problem-solving techniques
- Describe the process, methodology, and life cycle of a web application

Specifications:

- [The Team Entry Form/State of Originality and Specification Compliance](#) (as a pdf file), a written description of the application describing its business use and/or usefulness to the green initiatives (as a pdf file) and the source code (as a pdf file) must be submitted to the National Center at <http://www.bpa.org/contests/webapp> no later than 11:59 pm Eastern Time on April 1, 2011.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt cannot be provided by the National Center.

- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Contestants must be registered for National-level competition prior to submission of materials. The chapter number must be included as indicated. Materials from non-registered contestants and/or those missing the chapter number cannot be accepted.
- No changes can be made to the project after the date of submission.
- A copy of the [Team Entry Form/State of Originality and Specification Compliance](#) and [Release Form](#)(s) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- The web site must be available for viewing on the Internet on April 1, 2011. 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 web site after this date. Technical judging of the web site will be conducted prior to the NLC.
- The team will administer and present their application at the NLC.
- The following information must be included in the web site: chapter name and number, team member names this information can be included in any format and location.
- The team members must create the conceptual model for the database identifying relationships between tables in the database. Each team will be expected to articulate the design of the database associated with the web application.
- Each team must create forms and associated considerations needed for the scenario.
- Teams may select the database, web server, and middleware solution they prefer. A careful review of the evaluative criteria presented in the competition guidelines will aid in the selection of development technologies. The source code that powers each team's web application will be scrutinized; therefore, it is imperative that team members are capable of answering questions regarding this aspect of the application.
- It is the policy of Business Professionals of America to comply with the Copyright Law of the United States of America, Title 17, Circular 92 available on the web www.copyright.gov/title17/circ92.pdf. Refer to the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

Topic

An App a Day to Make a Greener World

Teams will create a Web application that brings awareness to the preservation of the environment. The applications may be designed for desktop computers, mobile devices, or any software platform available to the public.

Possible considerations for the application might include

- Locates green initiatives in your local geographical area
- Locates green products and services
- Fund raising for an environmental concern
- Raise awareness about a specific environmental concern
- Locate recycling centers
- Communicate with others based on environmental issues
- Track environmental news and legislation

Contestants who submit an entry that does not follow this topic will be disqualified.

Method of evaluation

Technical Judging Rubric

Presentation Judging Rubric

Business Professionals of America Workplace Skills Assessment Program

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Length of event

No more than five (5) minutes for team set-up

No more than ten (10) minutes for presentation

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

Finals may be included at State and National levels.

Entries

Each state is allowed two (2) entries

*** Competencies and topic generously provided by the CIW (Certified Internet Web Professional) program.**

Web Application Team (54)

Technical Judges' Scoring Rubric/Rating Criteria

Page Design Visual organization is easily understood Aesthetic use of colors and fonts Images and page file size have been optimized for performance Grammar, Spelling, Punctuation, and Usage	1-10	11-20	21-30	31-40
Customer Functionality Navigational links consistent and working End-user instructed on the proper formatting for forms and given feedback upon submission Cross-browser & cross platform compatibility Ability to utilize a search feature Application functions as indicated (it works)	1-20	21-40	41-60	61-80
Database Development Conceptual model correctly implemented Minimal data redundancy in tables Sensitive data encrypted in the database Database access is controlled through passwords, access control lists, etc.	1-20	21-40	41-60	61-80
Application Design Maintains state through sessions with and without cookies Encrypts highly sensitive user information Forms fields are validated before submission Conditional logic is used to qualify SQL queries before executing them	1-20	21-40	41-60	61-80
Administration Appropriate Web-based reports are generated for the application Administrator has the ability to add, modify and delete data through a password protected Web interface	1-20	21-40	41-60	61-80
TOTAL TECHNICAL POINTS (360 maximum)				

Web Application Team (54)

Judges' Presentation Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Ability to explain development/design process	1-9	10-18	19-27	28-35
Ability to demonstrate how the application works by manipulating data utilizing the web application/interface	1-7	8-15	16-22	23-30
Ability to explain their structure of the data in the database and the programmatic structures that manipulate the data	1-7	8-15	16-22	23-30
Evidence showing each team member's role in the development of the site and their responses to interview questions	1-9	10-18	19-27	28-35
TOTAL PRESENTATION POINTS (130points maximum)				

Specification Points Scoring Rubric/Rating Criteria

PRESENTATION SPECIFICATION POINTS: All points or none are awarded by the proctor per team, not per judge.	
Equipment set-up lasted no more than five (5) minutes	5
Presentation lasted no more than ten (10) minutes	10
Appropriate equipment and documentation for the interview	5
All registered team members present for the entire event (awarded if same members are present for all portions of the test)	20
TOTAL SPECIFICATION POINTS (40 points maximum)	



Web Site Design Team (55)

Description

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

Eligibility

Any student may enter this team event. A team will consist of 2-4 members. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Team must supply

- Team may use one computer loaded with their Web site and/or hard copy printouts of the complete Website (excluding external link pages) for presentation to the judges. The computer and/or printouts are optional and may be in color.
- No Internet access will be provided on site at the NLC
- Team must bring all supporting devices (e.g., extension cords, power supply, etc.)
- Published and/or unpublished written reference materials

Optional Projector / Props

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 Navigational scheme
- Utilize graphics and multimedia
- Demonstrate skill sets in building site content
- Utilize standards-based, validated HTML
- Demonstrate and apply web scripting skills
- Demonstrate leadership and teamwork skills
- Demonstrate personal integrity and apply ethical concepts
- Demonstrate the ability to conform to copy right laws
- Demonstrate problem solving skills
- Demonstrate knowledge of Page layout

Specifications

- The web site URL must be submitted to the National Center at <http://www.bpa.org/contests/webdesign> no later than 11:59 pm Eastern Time on April 1, 2011.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to an incorrect e-mail address for submission or technical difficulties.
- Multiple submissions cannot be accepted.
- No changes can be made to the project after the date of submission.

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- A copy of the [Team Entry Form/State of Originality and Specification Compliance](#) and [Release Form\(s\)](#) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- The team is responsible for securing a release form from any individual whose name, photograph, and/or other information is included on the Website.
- Topic and theme must remain the same as the team progresses through regional, state and national competition.
- The web site must be available for viewing on the Internet on April 1, 2011. If the ISP is experiencing technical difficulty, the advisor will be contacted and a reasonable amount of time will be provided to solve the problem. No changes can be made to the website after this date. Technical judging of the website will be conducted prior to the NLC.
- The team will administer and present their application at the NLC.
- The following information must be included on the site: name of chapter, team member names, theme, school, city, state, and year. This information can be included in any format and location.
- Attention must be given to cross browser capabilities.
- Attention must be given to monitor capabilities, such as resolution.
- All written material must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- Team members will specifically identify their roles in the development of the Web site and be prepared to address questions pertaining to those roles (i.e., page layout, navigational scheme, graphics, media, compatibility, and content).
- Previously submitted Web sites used in BPA competition may not be submitted.

Topic

BPA NLC – Catching the Wind in Chicago 2012

The 2012 BPA NLC will be held in Chicago, IL. Web design teams are to create a Web site about this great historic city. The site may be used as a planning guide for those that will be attending the NLC.

Possible content may include:

- History of the city
- Virtual tour of city and attractions
- Possible theater shows to attend
- Information about Navy Pier, Lincoln Park Zoo, Garfield Park Conservatory, Lincoln Park Conservatory, Chicago Cultural Center, the beach, or many other Chicago areas
- Information about tour possibilities of downtown Chicago and/or a visit to the Skydeck Chicago including transportation modes (walk, bus, etc)
- Information about any of Chicago's professional sport teams and their venues
- Map of the city and attractions in relation the BPA conference hotels- Hyatt Regency and Hyatt McCormick Place
- Interactive map of Chicago Landmarks

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

Method of evaluation

Technical Judging Rubric

Business Professionals of America Workplace Skills Assessment Program

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Presentation Judging Rubric

Length of event

No more than five (5) minutes set-up in presentation room
No more than five (10) minutes oral presentation
No more than five (5) minutes judges' questions
Finals may be included at State and National levels.

Entries

Each state is allowed two (2) entries

Students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Competencies and topic generously provided by the CIW (Certified Internet Web Professional)

Web Site Design Team (55)

Technical Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Page Design Visual organization is easily understood Aesthetic use of colors and fonts Images and page file size have been optimized for performance Grammar, Spelling, Punctuation, and Usage	1-10	11-20	21-30	31-40
Customer Functionality Navigational links consistent and working End-user instructed on the proper formatting for forms and given feedback upon submission Cross-browser & cross platform compatibility Ability to utilize a search feature Application functions as indicated (it works)	1-20	21-40	41-60	61-80
Database Development Conceptual model correctly implemented Minimal data redundancy in tables Sensitive data encrypted in the database Database access is controlled through passwords, access control lists, etc.	1-20	21-40	41-60	61-80
Application Design Maintains state through sessions with and without cookies Encrypts highly sensitive user information Forms fields are validated before submission Conditional logic is used to qualify SQL queries before executing them	1-20	21-40	41-60	61-80
Administration Appropriate Web-based reports are generated for the application Administrator has the ability to add, modify and delete data through a password protected Web interface	1-20	21-40	41-60	61-80
TOTAL TECHNICAL POINTS (360 points maximum)				

Web Site Design Team (55)

Presentation Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Ability to explain development/design process	1-20	21-40	41-60	61-80
Ability to explain their use and the development of innovative technology	1-20	21-40	41-60	61-80
Ability to explain their use and development of media elements (graphics, video, audio, etc.)	1-20	21-40	41-60	61-80
Evidence showing each team member's role in the development of the site and their responses to interview questions	1-20	21-40	41-60	61-80
TOTAL PRESENTATION POINTS (320 points maximum)				

Specification Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded by the proctor per team, not per judge.	
Equipment set-up lasted no more than five (5) minutes	10
Presentation lasted no more than five (5) minutes	10
Appropriate equipment and documentation for the interview	10
All registered team members present for the entire event (awarded if same members are present for all portions of the test)	10
TOTAL PRESENTATION SPECIFICATION POINTS (40 MAXIMUM)	

Information Technology Concepts–Open Event (56)

Description

Demonstrate general knowledge of the information technology industry.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. [NLC 2011 Calculator Guidelines](#)
- See Web site www.act.org/aap/taking/calculator.html. **Contestants who violate this rule will be disqualified.**

<p>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.</p>
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Competencies

- Demonstrate knowledge of information technology concept
- 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

Entries

Unlimited

Broadcast News Production Team (57) Pilot

Description

Create a three to five (3-5) minute news broadcast with at least 2 different segments (news stories). Students will also create a 15-20 second sound bite/intro for the broadcast.

Eligibility

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

Team must supply

- Visual display technology in the form of (but not limited to) a desktop/laptop with internal or external speakers, projector, TV or DVD player
- Video projector (optional)
- Props (optional)
- Electrical power will be provided. Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted for orientation/warm-up.
- 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 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 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.
- Utilize research skills
- Demonstrate knowledge of lighting techniques.
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment.

Specifications

- The team will develop a 3-5 minute broadcast news production consisting of
 - Broadcast Intro
 - Two (2) well developed news stories (the news stories may be on the local, state, national or even international level)
 - Students must research actual events.
 - Fictional news stories are not permitted.
 - A segue [seg-way] to transition between the two topics
 - An outro with credits.
- The team will also develop a 15-20 second sound bite about the upcoming news stories.
- The team has the option of being the talent themselves or having other students participate in the process. Professional or non-student talent is not permitted.
- A copy of the DVD bearing the production, Broadcast News Production Documentation Form and Release Form(s) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition. The DVD must run on both Windows and Mac platforms as well as a standard DVD player.
- The team may utilize audio, text, video, graphics, and animation.
- Continuity must exist in the news production.

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Method of evaluation

Judging Rubric

Length of event

No more than five (5) 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 State and National levels.

Entries

Each state is allowed two (2) entries

Materials submitted at the time of presentation cannot be returned.

Broadcast News Production Team (57) Pilot

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Required Elements <ul style="list-style-type: none"> • Include 2 news stories • Include an introduction • Include a segue [seg-way] between the news stories • Include outro with credits • 15-20 second sound bite 	1-20	21-40	41-60	61-80
Content <ul style="list-style-type: none"> • Originality of content • Developed storyline • Segue [seg-way] was used appropriately • Effectiveness of production 	1-20	21-40	41-60	61-80
Quality <ul style="list-style-type: none"> • Videos were in focus • Steadiness of camera/s • Color quality • Audio quality 	1-20	21-40	41-60	61-80
Presentation <ul style="list-style-type: none"> • Ability to explain the development and design process • Ability to explain the use and the development of innovative technology • Ability to explain the use and development of media elements (graphics, video, audio, etc.) 	1-20	21-40	41-60	61-80
PRESENTATION (320 points maximum)				

Specification Points Rubric/Rating Criteria

PRESENTATION SPECIFICATION POINTS: All points or none are awarded by the proctor per individual, not per judge.	
<ul style="list-style-type: none"> • Documentation, release form and DVD submitted at presentation 	10
<ul style="list-style-type: none"> • Presentation (including video) lasted no more than ten (10) minutes. 	10
<ul style="list-style-type: none"> • All registered team members participated in the presentation 	20
PRELIMINARY SPECIFICATION POINTS (40 points maximum)	

MANAGEMENT/ MARKETING/ HUMAN RESOURCES EVENTS

- [\(60\) Global Marketing Team Judged](#)
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Global Marketing Team (60)

Description

Develop a plan 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
- Supporting documentation (research, charts, brochures, etc.)
- A signed Statement of Originality by the team members and advisor certifying that the plan is an original composition.

Eligibility

Any student may enter this event. A team will consist of 2-4 members. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Team must supply

- Team may use computer, projection equipment, product props (product samples and promotional items), prepared posters, flip charts, easels or graphs in presentation
- Carry-in and set-up of equipment must be done solely by the contestants and take place within the time allotted for orientation/ warm-up.
- 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 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
- 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
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify and utilize internal and external resources

Specifications

- 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, supporting documentation and signed Statement of Originality)
- The marketing plan must follow the Marketing Plan format in the [Style and Reference Manual](#)
- The completed plan must be submitted to the National Center at <http://www.bpa.org/contests/globalmarketing> no later than 11:59 pm Eastern Time on April 1, 2011.

- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Contestants must be registered for National-level competition prior to submission of materials. The chapter number must be included as indicated. Materials from non-registered contestants and/or those missing a chapter number cannot be accepted.
- No changes can be made to the project after the date of submission.
- An additional copy of the plan and a Team [Entry Form/Statement of Originality and Specification Compliance](#) must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Contestants will present before a panel of judges and a timekeeper. No audience will be allowed.
- The length of the presentation will be no more than ten (10) minutes.
- Presentation will be stopped at ten (10) minutes.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

Topic

Relâche Spa, Inc. is an elegant beach resort in North Carolina. The 500+ room resort and spa is known for its championship golf course, luxurious villas and relaxing spa services. Despite relative success, the resort does experience low occupancy during the off-season. The management of Relâche Spa is considering ways to compensate for this issue.

Your firm has been hired to provide a marketing plan for the expansion to a second location with potential for year-round demand in the domestic market and a vision for future global expansion in one country of your choice. Be prepared to justify the country you have chosen from a marketing standpoint.

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

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

Method of evaluation

Technical Judging Rubric

Presentation Judging Rubric

Length of event

No more than ten (10) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at State and National levels

Equipment Provided

Projection surface at National competition only.

Entries

Each state is allowed two (2) entries

Students' who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for technical judging cannot be returned.

Global Marketing Team (60)

Technical Judges' Scoring Rubric/Rating Criteria

Evaluation of written marketing plan	Below Average	Average	Good	Excellent
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 POINTS (220 points maximum)				

Presentation Judges' Scoring Rubric/Rating Criteria

Evaluation of oral presentation	Below Average	Average	Good	Excellent
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
TOTAL POINTS (140 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

Presented plan and supporting documentation along with the signed Statement of Originality at presentation check-in.	20
All registered team members present for entire event	20
Plan uses the correct format for Title Page, Table of Contents and Marketing Plan according to the Style & Reference Manual	20
TOTAL SPECIFICATION POINTS (60 points maximum)	

Entrepreneurship (61)

Description

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

Eligibility

Any student may enter this event. If a student repeats this event, he/she may **not** submit any previously used business plan. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

- Contestant may use a computer, projection equipment, product 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 allotted time.
- 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

Secondary competitors will provide the reasoning and justification for the loan amount being requested to establishing their business

Post-Secondary competitors will present, in addition to the above, an analysis of the necessary financial data required for establishing their business

Specifications

- The contestant will develop a business plan and demonstrate oral communication skills.
- The contestant will develop a business plan for a **start-up** business in his/her community or local area.
- 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, supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#).

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

- Objectives of the business
- Proposed business strategies
- Title Page and Table of Contents*
- Executive Summary
- Description of proposed business
- Product(s) and/or service(s) to be provided
- Management and ownership of the business
- Marketing analysis

- **(Secondary only)** Requested loan amount including reasoning and justification
- **(Post Secondary only)** Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
- Supporting documents (research, charts, brochures, résumés, etc.)*
- An Individual [Entry Form/Statement of Originality and Specifications Compliance](#) signed by the contestant and advisor
- The completed plan **only** as listed above must be submitted to the National Center National Center at <http://www.bpa.org/contests/entrepreneurship> no later than 11:59 pm Eastern Time on April 1, 2011.
- Contestants will receive an automated response confirmation at the time of submission. Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- The limit for file size is five (5) MB.
- Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. 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.
- An additional copy of the plan and the [Entry Form/Statement of Originality and Specifications Compliance](#) must be provided at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Contestant will present before a panel of judges and timekeeper. No audience will be allowed.
- The length of set-up will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- The length of the presentation will be no more than ten (10) minutes and followed by judges' questions.
- Presentation will be stopped at ten (10) minutes.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

Method of evaluation

Technical Judging Rubric

Presentation Judging Rubric

Length of event

No more than five (5) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at State and National levels

Equipment Provided

Projection surface at National competition only

Entries

Each state is allowed three (3) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for technical judging cannot be returned.

Entrepreneurship (61)

Technical Judges' Scoring Rubric/Rating Criteria

Written Business Plan Evaluation	Below Average	Average	Good	Excellent
Executive summary for business	1-5	6-10	11-15	16-20
Description of business	1-5	6-10	11-15	16-20
Vision (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 structure (ownership of business)	1-5	6-10	11-15	16-20
Market analysis	1-5	6-10	11-15	16-20
Financial Analysis <i>(S only)</i> Requested loan amount <i>(PS only)</i> Include 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 POINTS (180 maximum points)				

Presentation Judges' Scoring Rubric/Rating Criteria

Oral Presentation Evaluation	Below Average	Average	Good	Excellent
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
TOTAL POINTS (100 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded by the proctor per contestant, not per judge.	
Presented one copy of plan with supporting documents at presentation check-in.	15
Plan uses the correct format for Title Page, Table of Contents and Business Plan according to Style & Reference Manual	20
Presented keyed and signed Statement of Originality at presentation check-in	10
TOTAL SPECIFICATION POINTS (45 points maximum)	

Small Business Management Team (62)

Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At State and National level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

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

Team must supply

- Sharpened no. 2 pencils, pen
- Computer (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:

- Analyse 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:

- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#).

- Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- [A Team Entry Form/Statement of Originality and Specification Compliance](#) must be presented at both the preliminary and final presentation.
- All team members must participate.
- The presentation must not indicate names, chapter, location, city, state, etc.

Topic

TG World is a national retailer, specializing in low cost electronics, clothing, housewares, small appliances, beauty products, toys, and furniture. Recently, TG World started to dedicate portions of their retail stores for grocery sales to better position against competitors. TG World operates retail stores in urban and suburban centers around the country and a fully developed internet shopping site that includes all non-food in-store items and several online only items.

Your consulting firm has been hired to:

- research current retail trends in their market
- analyze the shopping patterns of their target demographics
- recommend collaborative strategies that can be implemented between online and offline channels to attract the cross-channel shopper and increase sales.

Situational Analysis

Online retail sales reached just over \$17 million and are expected to enjoy a 14% compound annual growth rate over the next five years, reaching \$32 million by 2015. Although this growth rate is significantly higher than the expected growth of the total US retail industry, it pales in comparison to the recent retail growth that can be attributed to “cross-channel” shoppers.

Cross-channel shoppers can be described as consumers that use both the Web and physical retail stores to make convenient and educated purchases. Not only is this group of consumers growing fast, but research suggests that cross-channel shoppers spend more on average than their pure online or offline counterparts. This information is serving notice to brick-and-mortar retailers, who up to this point, have only had moderate success with integrating their online and offline channels to drive additional consumer purchases.

Demographics

The following demographic break out of your client’s customer base by channel is based on surveys completed three years ago.

Age Group	Retail Store	Online
Up to 18	4%	2%
18 - 25	11%	6%
26 - 32	16%	10%
33 - 45	25%	10%
Over 45	13%	3%

Project Parameters

- Develop a comprehensive strategy that will improve the integration between your client’s retail stores and online presence in order to attract cross-channel shoppers and drive additional sales.
- Utilize the Suggested Topics section as a guide by exploring the most relevant topics (you should not present an answer to each topic), and supporting proposal recommendations with information that addresses the why’s behind each explored topic.

Suggested Topics

- Product: What product categories are important to the cross-channel shopper? What product categories represent the biggest opportunity for growth by improving your client's online and offline channel integration?
- Price: What factors influence price? How does the shopper assess value?
- Presentation: How does presentation drive sales? How can your client use in-store presentation to link online and offline shopping experiences?
- Promotion: How can your client use the Web to increase store foot traffic? What collaborative promotions will drive online and offline sales?
- Consumers: Who is the cross-channel guest? How does this consumer shop? Does the consumer perceive a difference between your client's online and offline assortments?
- Services: What online or offline services should be provided to improve this consumer's shopping experience? How can services be used to create more loyalty among this guest? What services will increase the purchase conversion rate of online visitors?
- Competitors: What are other brick-and-mortar retailers with a strong online presence doing? Who should your client benchmark?
- Profitability: How has profitability affected online and integrated retailers? What integrated strategies will support overall company profitability?
- Economy: What factors in the economy can and will drive change in how the cross-channel shopper shops?

Method of evaluation

Judging Rubric

Length of event

- No more than five (5) minutes orientation
- No more than 30 minutes preparation time for State and National levels
- No more than five (5) 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
- Projection surface at National competition only.

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** laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use a computer/projection equipment for presentation **must** provide their own equipment. No computers will be provided in the presentation room. Carry-in and set-up of equipment must be done solely by the team and take place within the time allotted.

Entries

- Each state is allowed two (2) entries

Small Business Management Team (62)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Oral presentation Opening and summary	1-5	6-10	11-15	16-20
Organization of content (Presentation flowed in a logical sequence)	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 Quality of solution	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
TOTAL PRESENTATION POINTS (140 points maximum)				

Specification Points Rubric/Rating Criteria

Specification Points: All points or none are awarded per team, not per judge.	
No indication of chapter location, city or state	10
Team Entry Form/Statement of Originality and Specification Compliance provided	10
All registered team members present for entire event	10
TOTAL SPECIFICATION POINTS (30 points maximum)	

Students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Graphic Design Promotion (63)

Description

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

The output of this competition is to be produced as the NLC advertising and logo for 2012.

You may not use any words, diagrams, clipart and/or artwork that are not public domain. Copyrighted materials, other than the Business Professionals of America logo, name, and tagline, may not be used—even with written permission.

Eligibility

Any student may enter this event. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

- Two (2) plastic sheet protectors (8½" x 11") each containing three documents—one flyer, one student-generated logo, and one [Entry Form/Statement of Originality and Specifications Compliance](#)
- Additional copies of flyer, logo and forms for finals judges.

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

- Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Chicago, IL, April 25-29, 2012.
- Theme needs to be 25 characters or less including spaces.
- Dimensions of flyer must be 8½" x 11"
- Dimensions of the student-generated logo must not exceed 4" x 4". Student-generated logo must be presented on a separate 8½" x 11" paper.
- Product should be printed on white paper and in the intended color scheme.
- Two (2) originals, flyer and student-generated logo, shall be produced at the home/school. The graphics must not be professionally or commercially produced.
- The flyer, logo and entry information must be submitted to the National center at <http://www.bpa.org/contests/gdp> no later than 11:59 pm on April 1, 2011.
- Confirmation of receipt will be provided when information is submitted.
- No fax or mailed copies will be accepted.
- Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. 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.

- An additional copy of the flyer and student-generated logo, along with one copy of the [Entry Form/Statement of Originality and Specifications Compliance](#) **must** be presented for judges' reference at the time of the presentation for both Preliminary and Final Competition.
- Students may also bring one additional 8½" x 11" flyer and one additional logo for use during the presentation at both Preliminary and Final competitions.
- The contestant will give a presentation on how the graphic was developed and produced. A question and answer session will follow.
- The flyers, logos and forms cannot be returned.
- The length of the presentation will be no more than seven (7) minutes. The presentation will be stopped at seven (7) minutes and will be followed by judges' questions.
- All graphics must be computer generated. Only public domain and contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration. No copyright items may be used, even with written permission.
- Business Professionals of America logo, name, and tagline must appear on the flyer. National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- 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.
- No registered trademarks or names may be used. It is the policy of Business Professionals of America to comply with state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no statement of copyright, copyright law provides that such works are protected. Contestants must assume that works are protected by copyright until they learn otherwise. **The contestant will be DISQUALIFIED for copyright violations.**
- 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.

Topic

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Chicago, IL, April 25-29, 2012.

Method of evaluation

Technical Judging Rubric
Presentation Judging Rubric

Length of event

No more than seven (7) minutes of oral presentation
No more than three (3) minutes for judges' questions

Entries

Each state is allowed three (3) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for Graphic Design Promotion will not be returned.

Graphic Design Promotion (63)

Technical Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20
Student-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20
Appropriate use of grammar, spelling and punctuation	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
Student-generated logo is effective when reduced to trading pin size	1-5	6-10	11-15	16-20
Conforms to copyright laws.	1-5	6-10	11-15	16-20
TOTAL TECHNICAL POINTS (140 maximum points)				

Presentation Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20
Content of presentation	1-5	6-10	11-15	16-20
Effectiveness of presentation	1-5	6-10	11-15	16-20
Consistency in graphic and theme	1-5	6-10	11-15	16-20
Answers to judges' questions	1-5	6-10	11-15	16-20

Specification Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per team, not per judge.	
Submitted one copy of each at time of presentation: flyer, and logo.	10
Contestant name does not appear on submitted output.	10
Flyer is submitted on an 8 ½" x 11" sheet of paper.	10
Dimensions of student-generated logo do not exceed 4" x 4" and is submitted on a separate 8 ½" x 11" paper.	10
Project conforms to BPA graphic standards	10
TOTAL SPECIFICATION POINTS (50 maximum)	

Interview Skills (64)

Description

Assess proficiency in job search and interview situations.

Eligibility

Student may not enter both Interview Skills and Advanced Interview Skills in the same year. This event may not be repeated. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

One copy of their resume and cover letter at both preliminary and final competition.

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

Competencies

- Demonstrate knowledge of employability search
- Apply technical writing skills to produce cover letter and résumé
- Demonstrate effective communication skills
- Apply research to determine qualifications for jobs
- Produce cover letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

Specifications

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](#)

.Professional Business Associates Organizational Chart

Professional Business Associates develops and sells software, hardware, and services. The services provided are:
 Systems analysis Software development and design Marketing
 Training development Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

Chief Executive Officer	Nancy Wells	Human Resources Department	Julie Smith
Financial Services Department	Harvey Rosen	Marketing Department	Roger Meyer
Information Technology Department	Tom Carlson	Administrative Support Department	Edna Renick

Chief Executive Officer				
Financial Services	Information Technology	Human Resources	Marketing	Administrative Support
Office Assistant	Office Assistant	Office Assistant	Office Assistant	Office Assistant
Data Entry Clerk	Data Entry Clerk	Human Resources Assistant	Information Processing Assistant	Information Processing Specialist
Payroll Clerk	Database Specialist	Information Processing Assistant	Administrative Assistant	Administrative Assistant
Accounting Clerk	Information Processing Assistant	Assistant	Desktop Publisher	Administrative Assistant
Administrative Clerk	Administrative Assistant	Administrative Assistant	Graphic Design Assistant	Database Specialist
Database Assistant	Programmer	Medical Support Assistant	Desktop Publishing/ Graphic Assistant	Spreadsheet Specialist
Spreadsheet Specialist	Software Engineer	Insurance Benefits Clerk	International Business Coordinator	Desktop Publishing Assistant
Accountant	PC Servicing/ Troubleshooting	Management Assistant	Website Liaison	Legal Research Assistant
Financial Analyst	Network Administration	Payroll Specialist	Management Assistant	Graphic Design Assistant
	Digital Media Specialist	Wellness Coordinator	Small Business Liaison	Management Assistant
	E-commerce Specialist		Research Assistant	
	Website Developer			

- 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 application must be submitted by 11:59 pm on April 1, 2011 to the National Center at <http://www.bpa.org/contests/intskills>. The resume and cover letter must be uploaded as two separate PDF files at the time of application.
- Contestants must provide their contestant number (10-digit member number) at the time of application.
- Contestants may apply only once, and must complete their application in a single attempt (they cannot save their application mid-way, return to complete it later or apply with revised information after the original application is submitted).
- Contestants must provide an e-mail address at the time of application in order to receive a confirmation e-mail after the application is submitted.
- Cover letters and resumes cannot be submitted by e-mail, fax or mail.
- Contestants must be registered for National-level competition prior to submission of the application. Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills or Advanced Interview Skills can be accepted after April 1.
- 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 project after the date of submission.
- The application letter must be addressed as follows:
 Ms. Julie Smith, Manager
 Human Resources Department
 Professional Business Associates
 5454 Cleveland Avenue
 Columbus, OH 43231-4021
- One 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.
- An additional copy of the résumé and cover letter must be provided to the proctor at check-in for the interview at NLC, for both Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Interview Skills contest.

Method of evaluation

Technical Judging Rubric
 Presentation Judging Rubric

Length of event

No more than 15 minutes for interview
 Finals may be included at State and National levels.

Entries

Each state is allowed three (3) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for competition cannot be returned.

Interview Skills (64)

Technical Judges' Scoring Rubric/Rating Criteria

PRE-INTERVIEW FORMS: The items below are to be evaluated prior to the interview from pre-submitted material.	
Cover Letter: Correct grammar, spelling, and format Content is clear and complete	0-65
Résumé: Correct spelling and grammar Consistent and attractive format Present skills, experience, and education	0-70
Application Form: Followed directions Complete Correct spelling and grammar Proper capitalization	0-50
Indicated position applying for on résumé and addressed cover letter correctly	15
TOTAL POINTS (200 points maximum)	

RÉSUMÉ

Position applying for listed

Length of résumé

1– 2 pages, 1 page preferred

Layout

readable style

margins even

spacing appropriate

use full page (centered top to bottom; left aligned)

consistent format

“references available upon request” (optional)

Chronological order of employment

Grammar/Spelling

COVER LETTER

Introduction

position applying for stated

where learned of position

ask to apply

interest in company

Skills

technical skills (measurable computer skills)

soft skills (interpersonal skills)

Closing

request for interview

contact number

APPLICATION FORM

Completeness

N/A or line in every section – no blank lines

form signed electronically

Grammar/Spelling

proper capitalization

Followed directions

experience listed in proper order

gave complete addresses per instructions

Interview Skills (64)

Interview Judges' Scoring Rubric/Rating Criteria

	Below Average	Average	Good	Excellent
Applicant's Greeting: Proper introduction Positive first impression	1-9	10-19	20-29	30-40
Applicant's Appearance: Neat, well groomed Appropriately attired	1-9	10-19	20-29	30-40
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-9	10-19	20-29	30-40
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-9	10-19	20-29	30-40
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Asked appropriate questions Volunteered information Demonstrated initiative and enthusiasm	1-9	10-19	20-29	30-40
Skills: Showed evidence of the following Required job skills Good work habits Problem-solving abilities	1-9	10-19	20-29	30-40
Close of Interview: Expressed a thank you Concluded interview effectively	1-9	10-19	20-29	30-40
Interview Material: Overall appearance, conciseness and completeness of resume and cover letter	1-9	10-19	20-29	30-40
TOTAL INTERVIEW POINTS (320 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per contestant, not per judge.	
Presented cover letter and resume to judges.	10
Interview lasted no more than (15) fifteen minutes.	10
Did not use any materials other than those specified for the event.	10
TOTAL SPECIFICATION (30 points maximum)	

Advanced Interview Skills (65)

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. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

- One copy of each résumé and cover letter for both preliminary and final judges.
- One copy of their portfolio.

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 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
- Produce cover letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

Specifications

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](#)

Professional Business Associates Organizational Chart

Professional Business Associates develops and sells software, hardware, and services. The services provided are: Systems analysis Software development and design Marketing Training development Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

Chief Executive Officer	Nancy Wells	Human Resources Department	Julie Smith
Financial Services Department	Harvey Rosen	Marketing Department	Roger Meyer
Information Technology Department	Tom Carlson	Administrative Support Department	Edna Renick

Chief Executive Officer				
Financial Services	Information Technology	Human Resources	Marketing	Administrative Support
Office Assistant	Office Assistant	Office Assistant	Office Assistant	Office Assistant
Data Entry Clerk	Data Entry Clerk	Human Resources Assistant	Information Processing Assistant	Information Processing Specialist
Payroll Clerk	Database Specialist	Information Processing Assistant	Administrative Assistant	Administrative Assistant
Accounting Clerk	Information Processing Assistant	Assistant	Desktop Publisher	Administrative Assistant
Administrative Clerk	Administrative Assistant	Administrative Assistant	Graphic Design Assistant	Database Specialist
Database Assistant	Programmer	Medical Support Assistant	Desktop Publishing/ Graphic Assistant	Spreadsheet Specialist
Spreadsheet Specialist	Software Engineer	Insurance Benefits Clerk	International Business Coordinator	Desktop Publishing Assistant
Accountant	PC Servicing/ Troubleshooting	Management Assistant	Website Liaison	Legal Research Assistant
Financial Analyst	Network Administration	Payroll Specialist	Management Assistant	Graphic Design Assistant
	Digital Media Specialist	Wellness Coordinator	Small Business Liaison	Management Assistant
	E-commerce Specialist		Research Assistant	
	Website Developer			

- 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 application must be submitted by 11:59 pm on April 1, 2011 to the National Center at <http://www.bpa.org/contests/advintskills>. The resume and cover letter must be uploaded as two separate PDF files at the time of application.
- Contestants must provide their contestant number (10-digit member number) at the time of application.
- Contestants may apply only once, and must complete their application in a single attempt (they cannot save their application mid-way, return to complete it later or apply with revised information after the original application is submitted).
- Contestants must provide an e-mail address at the time of application in order to receive a confirmation e-mail after the application is submitted.
- Cover letters and resumes cannot be submitted by e-mail, fax or mail.
- Contestants must be registered for National-level competition prior to submission of the application. Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills or Advanced Interview Skills can be accepted after April 1.
- 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 project after the date of submission.
- The application letter must be addressed as follows:
 - Ms. Julie Smith, Manager
 - Human Resources Department
 - Professional Business Associates
 - 5454 Cleveland Avenue
 - Columbus, OH 43231-4021
- The portfolio may be up to 20 pages that are displayed back and front in 10 plastic sheet protectors. Only paper documentation that is pertinent to this position and fits in an 8 1/2" x 11" sheet protector may be used.
- No electronic portfolios will be accepted.
- 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.
- One copy of the résumé may be used for reference by the contestant during the interview.
- Materials previously submitted on the web-site will not be available at the time of interview.
- An additional copy of the résumé and cover letter must be provided to the proctor at check-in for the interview at NLC, for both Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Interview Skills contest.

Method of evaluation

Technical Judging Rubric
Presentation Judging Rubric

Length of event

No more than 15 minutes for interview
Finals may be required at State and National levels

Entries

Each state is allowed three (3) entries

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for competition cannot be returned.

Advanced Interview Skills (65)

Technical Judges' Scoring Rubric/Rating Criteria

PRE-INTERVIEW FORMS: The items below are to be evaluated prior to the interview from pre-submitted material.	
Cover Letter: Correct grammar, spelling, and format Content is clear and complete	0-65
Résumé: Correct spelling and grammar Consistent and attractive format Present skills, experience, and education	0-70
Application Form: Followed directions Complete Correct spelling and grammar Proper capitalization	0-50
Indicated position applying for on résumé and addressed cover letter correctly	15
TOTAL POINTS (200 points maximum)	

RÉSUMÉ

Position applying for listed

Length of résumé

1– 2 pages, 1 page preferred

Layout

readable style

margins even

spacing appropriate

use full page (centered top to bottom; left aligned)

consistent format

“references available upon request” (optional)

Chronological order of employment

Grammar/Spelling

COVER LETTER

Introduction

position applying for stated

where learned of position

ask to apply

interest in company

Skills

technical skills (measurable computer skills)

soft skills (interpersonal skills)

Closing

request for interview

contact number

APPLICATION FORM

Completeness

N/A or line in every section – no blank lines

form signed electronically

Grammar/Spelling

proper capitalization

Followed directions

experience listed in proper order

gave complete addresses per instructions

Advanced Interview Skills (65)

Interview Judges' Scoring Rubric/Rating Criteria

	Below Average	Average	Good	Excellent
Applicant's Greeting: Proper introduction Positive first impression	1-9	10-19	20-29	30-40
Applicant's Appearance: Neat, well groomed Appropriately attired	1-9	10-19	20-29	30-40
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-9	10-19	20-29	30-40
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-9	10-19	20-29	30-40
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Asked appropriate questions Volunteered information Demonstrated initiative and enthusiasm	1-9	10-19	20-29	30-40
Skills: Showed evidence of the following Required job skills Good work habits Problem-solving abilities	1-9	10-19	20-29	30-40
Portfolio: No more than 20 pages in 10 plastic sheet protectors in 1/2" 3-ring binder Information included relates to position Presentation demonstrates job competence Effective use of portfolio	1-9	10-19	20-29	30-40
Close of Interview: Expressed a thank you Concluded interview effectively	1-9	10-19	20-29	30-40
Interview Material: Overall appearance, conciseness and completeness of resume and cover letter	1-9	10-19	20-29	30-40
TOTAL INTERVIEW POINTS (360 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per contestant, not per judge.	
Presented cover letter, resume and portfolio to judges.	10
Interview lasted no more than (15) fifteen minutes.	10
Did not use any materials other than those specified for the event.	10
TOTAL SPECIFICATION (30 points maximum)	

Extemporaneous Speech (66)

Description

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

Eligibility

The event may be repeated. Contestant may not enter both Extemporaneous Speech and Human Resource Management in the same year.

Contestant must supply

Pencils or 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. Notes will be made on the note card provided by the event proctor. 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.
- 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.
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed.

Method of evaluation

Judging 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

Finals may be included at State and National levels.

Equipment/supplies provided

One note card for preparation of presentation

Entries

Each state is allowed three (3) entries

Extemporaneous Speech (66)

Judges' Scoring Rubric/Rating Criteria

Evaluation of Speech	Below Average	Average	Good	Excellent
Introduction	1 – 5	6 – 10	11 – 15	16 – 20
Voice: Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 – 20
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 – 20
Organization: Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 – 20
Mechanics: Diction, grammar, word pictures, pronunciation	1 – 5	6 – 10	11 – 15	16 – 20
Closing: Summary and conclusion	1 – 5	6 – 10	11 – 15	16 – 20
Effectiveness: Was purpose achieved? (to decide, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 – 20
TOTAL POINTS (140 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per contestant, not per judge.	
Presentation lasted no less than three (3) and no more than five (5) minutes. (No points awarded if presentation is stopped for going over time.)	10
Did not use any materials other than those specified for the event.	10
TOTAL SPECIFICATION (20 points maximum)	

Human Resource Management (67)

Description

Assess interpretation of personnel policies and knowledge of human resource management.

Eligibility

Contestant may not enter Human Resource Management and Extemporaneous Speech in the same year.

Contestant must supply

- [Human Resources Manual](#)
- The HR Manual provided is a **guideline** and should be used as the ultimate authority when the manual contains specific related information
- 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 knowledge of human resources management and management concepts
- Apply critical thinking skills to interpret personnel policies
- Demonstrate effective oral communication skills
- Demonstrate understanding of policies and procedures manuals
- Knowledge of applicable laws including ADA, EEOC, OSHA and USERRA.
- Demonstrate understanding of human relations skills
- Describe why professional development is the responsibility of the business and the employee
- Demonstrate successful evaluation techniques
- Discuss compensation, benefits, and incentive programs
- Describe regulations regarding separation, termination, and transition
- Recognize how organized labor influences business
- Demonstrate effective persuasive and informative communication and presentation skills

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 30 minutes to develop the presentation. Notes will be made on the note card provided by the event proctor. No advisor contact will be allowed between the time of receiving the topic and the delivery.
- Only the [Human Resources Manual](#), along with one note card for notetaking, may be used in the preparation and presentation rooms.
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed.
- 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

Judging Rubric

Length of event

No more than 30 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

One note card

Entries

Each state is allowed three (3) entries

Contestants are encouraged to bring the [Human Resources Manual](#) with them for reference. Contestants are expected to familiarize themselves with the manual prior to competition.

Students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Human Resource Management (67)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Opening: Introduction of case study	1 – 5	6 – 10	11 – 15	16 – 20
Effectiveness of presentation: Purpose achieved, logically organized, clearly understood	1 – 5	6 – 10	11 – 15	16 – 20
Mechanics: Diction, grammar, pronunciation Gestures, poise, eye contact	1 – 5	6 – 10	11 – 15	16 – 20
Closing: Summary and conclusion	1 – 5	6 – 10	11 – 15	16 – 20
Solution to case study: Quality of solution Development of subject matter Depth of research	1 – 5	6 – 10	11 – 15	16 – 20
Problem solving skills	1 – 5	6 – 10	11 – 15	16 – 20
Response to Judges' questions	1 – 5	6 – 10	11 – 15	16 – 20
TOTAL PRESENTATION (140 points maximum)				

SPECIFICATION POINTS: All points or none are awarded per contestant, not per judge.	
Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10
Did not use any materials other than those specified for the event.	10
TOTAL SPECIFICATION POINTS (20 points maximum)	(20 points)

Prepared Speech (68)

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 more than one of the following events in the same year: Presentation Management–Individual, Presentation Management—Team, and Prepared Speech.

Contestant must supply

- Easel (optional)
- Props (optional)
- One envelope containing the materials required in the specification list below (at both preliminary and final competition)

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

Competencies

- 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.
- The speech will be stopped at seven (7) minutes.
- The length of set-up will be no more than one (1) minute.
- Set-up will be stopped at one (1) minute to begin the speech.
- 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.
- Speech and works cited must be prepared using the format provided in the [Style & Reference Manual](#)
- Contestant must provide
 - Prior to speaking two (2) word-processed copies the speech outline, works cited, and Entry Form/Statement of Verification
 - An additional two (2) copies of the speech outline, works cited, and the Entry Form/Statement of Verification Form signed by the contestant and advisor must be submitted in one envelope at Final Competition.
 - All copies should be on 8½" x 11" plain, white paper. [Entry Form/Statement of Originality and Specifications Compliance](#) provided in the guidelines must be used. Copies of the required materials should be collated and stapled as separate sets. No binders will be accepted.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed. No time warnings will be given.
- The contestant may use notes or note cards. A flip chart, posters, and/or props may be used.
- No electric/electronic equipment may be used.
- A topic may not be repeated.

Method of evaluation

Judging Rubric

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 State and National levels

Entries

Each state is allowed three (3) entries

All contestants should be aware that their presentation may be audio and/or videotaped.

Students' who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for competition cannot be returned.

Prepared Speech (68)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Introduction	1 – 5	6 – 10	11 – 15	16 – 20
Voice: Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 – 20
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 – 20
Organization: Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 – 20
Content: Development of subject matter, depth of research	1 – 5	6 – 10	11 – 15	16 – 20
Mechanics: Diction, grammar, pronunciation	1 – 5	6 – 10	11 – 15	16 – 20
Closing: Summary and conclusion	1 – 5	6 – 10	11 – 15	16 – 20
Effectiveness: Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 – 20
TOTAL PRESENTATION POINTS (160 points maximum)				

Specification Points Scoring Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded by the proctor per contestant, not per judge.	
Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10
Speech outline, works cited, and Statement of Purpose and Originality Form with Contestant Number, collated and stapled into two (2) sets in an envelope.	10
Speech outline and works cited were in the correct format according to the Style & Reference Manual.	15
TOTAL SPECIFICATION POINTS (35 points maximum)	

Presentation Management–Individual (69)

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, Presentation Management—Team, and Prepared Speech. A previously used presentation may not be used.

Contestant must supply

- Computer
- Sound cards (optional)
- Presentation software
- External speakers (optional)
- Projection system (optional)
- Props (optional)
- Published and/or unpublished written reference materials
- Contestant 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 enhances the oral presentation

Specifications

- The contestant shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and more than ten (10) minutes and will be followed by judges' questions.
- The presentation will be stopped at ten (10) minutes.
- The length of set-up will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- A word-processed copy of works cited must be submitted at the time of presentation check-in. Refer to [Style & Reference Manual](#). Format of works cited must be according to *Style & Reference Manual*
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- The contestant is responsible for securing a [Release Form\(s\)](#) from any individual whose name, photograph, and/or other information is included in the presentation.
- The contestant must provide an [Entry Form/Statement of Originality and Specification Compliance](#) to the administrator before the presentation.
- There should be no indication of chapter name, city, state, etc., in the presentation.

- No VCR or laserdisc may be used. The presentation content must be on the contestant's computer hard drive, CD-ROM or DVD.
- The contestant must furnish all equipment/ materials necessary for the presentation, except for the projection surface. Items left with judges in preliminary competition will be discarded and not forwarded to the next level.
- 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.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*.

Contestant will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Topic

Your BPA chapter is planning a community service event and would like to have the event sponsored by a local business. Sponsorship would include financial support and help with volunteers. Develop a presentation to convince the Service Committee of the local business to become involved with the event.

Some things to consider:

- the goals and objectives for the local business that you have selected
- ways that this partnership is mutually beneficial
- Include both print and broadcast media in your presentation.

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

Method of evaluation

Judging Rubric

Length of event

No more than five (5) 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 State and National levels.

Equipment provided

Projection surface at National competition only.

Entries

Each state is allowed three (3) entries

Ideas presented become the property of Business Professionals of America. All contestants should be aware that their presentation may be audio and/or videotaped.

Materials submitted for competition cannot be returned.

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Presentation Management–Individual (69)

Judges' Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Oral presentation				
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 contestant appearance	1-5	6-10	11-15	16-20
The following items will evaluate the ability to communicate the desired message to the target audience:				
Graphic presentation				
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 POINTS (220 points)				

Specification Points Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per team, not per judge.	
Entry Form/State of Verification and Release(s) Forms provided	10
Chapter name, location, school, city, state not used in presentation	10
Works cited provided at time of presentation and formatted according to the Styles & Reference Manual	10
Presentation did not exceed maximum time limit	10
TOTAL SPECIFICATION POINTS (40 points)	

Presentation Management–Team (70)

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–Individual, Presentation Management—Team, and Prepared Speech. A previously used presentation may not be used.

Team must supply

- Computer
- Published and/or unpublished written reference materials
- Sound cards (optional)
- External Speakers (optional)
- Projection system (optional)
- Props (optional)
- Contestants 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 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 enhances the oral presentation

Specifications

- The team shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and more than ten (10) minutes.
- The presentation will be stopped at ten (10) minutes and will be followed by judges' questions.
- The length of set-up will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- A word-processed copy of a works cited must be submitted at the time of presentation check-in. Works cited must be formatted according to the [Style & Reference Manual](#).
- No VCR or laserdisc may be used. The presentation content must be on the team's computer hard drive, CD-ROM or DVD.
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- All members of the team must participate in the "live" presentation.
- The team must provide the contest administrator prior to their presentation a [Team Entry Form/Statement of Originality and Specification Compliance](#).
- The team is responsible for securing a [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 laws, which are available on the Web at www.copyright.gov/title17/circ92.pdf. Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*.
- **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- There should be no indication of chapter name, city, state, etc., in the presentation.
- The team must furnish all equipment/ materials necessary for the presentation except projection surface. Items left with judges in preliminary competition will be discarded and not forwarded to the next level.
- Up to five (5) minutes will be allowed each team for questions by the judges. All team members may confer on the questions and are encouraged to share in the responses.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The presentation should use space, color, and text as design factors.

Topic

Your BPA chapter is hoping to offer internship opportunities to members. Develop a presentation that will be offered to an audience consisting of administrators from your school as well as the officers of a local business. The purpose of the meeting will be to present your chapter's plan for implementing an internship program for BPA students.

Some things to consider:

- the goals and objectives of the internship program
- criteria that will be used to select students for internships, and/or the process for application
- earning high school and/or college credits for work performed as an intern
- the role of the chapter, the school and the local business in the administration of this program
- methods of evaluating program success
- ways that this program benefits students, their school and the local business
- Include both print and broadcast media in your presentation.

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

Method of evaluation

Judging Rubric

Length of event:

No more than five (5) 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 State and National levels.

Equipment provided

Projection surface at National competition only.

Entries

Each state is allowed two (2) entries

Ideas presented become the property of Business Professionals of America. All team members should be aware that their presentation may be audio and/or videotaped.

Students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Materials submitted for competition cannot be returned.

Presentation Management–Team (70)

Judges' Presentation Scoring Rubric/Rating Criteria

Items to Evaluate	Below Average	Average	Good	Excellent
Oral presentation				
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 team appearance	1-5	6-10	11-15	16-20
Participation by all team members	1-5	6-10	11-15	16-20
The following items will evaluate the ability to communicate the desired message to the target audience:				
Graphic presentation				
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 POINTS (240 points maximum)				

Specification Points Rubric/Rating Criteria

SPECIFICATION POINTS: All points or none are awarded per team, not per judge.	
Entry Form/State of Verification and Release(s) Forms provided	10
Chapter name, location, school, city, state not used in presentation	10
Works cited provided and formatted according to the Styles & Reference Manual	10
Presentation did not exceed maximum time limit	10
All registered team members present for entire event	20
TOTAL SPECIFICATION POINTS (60 points maximum)	

Parliamentary Procedure Team (S) (71)

Description

Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

Eligibility

Any Secondary Division contestant may enter this team event. A team consists of 4-8 members.

Team must supply

- *Robert's Rules of Order Newly Revised (Tenth Edition)*
- Pen or pencil for secretary's minutes
- Gavel
- Hard copy published and/or unpublished written reference materials 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

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 15 minutes immediately preceding its appearance for the event. Only team members will be allowed in the preparation room. No advisor contact from time of preparation to completion of presentation is allowed. A blank 3" x 5" index card will be provided for each team member.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- After the opening ceremony, the chairperson will ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.
- The secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.
- The secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the minutes. Minutes will be verified for content only.
- Each team will be limited to a maximum of 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.
- 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. 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.
- There should be no indication of chapter, location, city, state, etc., in the presentation.
- *Robert's Rules of Order Newly Revised (Tenth Edition)* will be the authority for this event. Any parliamentary procedure written reference materials (published or unpublished) will be allowed in the preparation room. Each team member may have one 3" x 5" note card during the presentation, but may not refer to the authority during the presentation.
- All written materials, as well as spoken presentations, must follow the organization's graphic standards and make proper use of the logo and/or organization's name. (Refer to Graphic Standards in the [Style & Reference Manual](#).)

Method of evaluation

Judging Rubric

Objective Test Parliamentary Procedure Concepts–Open (Team Average)

Length of event

Objective test taken per conference schedule.

No more than 15 minutes preparation time

No more than 15 minutes parliamentary demonstration

No more than five (5) minutes judges' questions

Finals may be included at State and National levels.

Equipment/supplies provided

Blank sheet of paper for Secretary's minutes

One 3" x 5" index card for each team member

One copy of "Opening a Meeting" from the WSAP for each team

Entries

Each state is allowed two (2) entries

An audience will not be allowed, but all team members should be aware that their presentation may be audio and/or videotaped.

Students' who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

Equipment and Supplies

- American flag
- Gavel
- Table (if desired)
- Officer chairs (if desired)

Suggested Procedure

Officers should be seated at the head table or should stand to one side of the lectern.

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.

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.)*

Parliamentary Procedure Team (71)

Judges' Scoring Rubric/Rating Criteria

Instructions

Judge 1 evaluates only criteria 1, 2, and 3	(90 points maximum)
Judge 2 evaluates only criteria 4, 7	(120 points maximum)
Judge 3 evaluates only criteria 5, 6, and 8	(105 points maximum)

Evaluation Criteria	Points per Subject	Subject #1	Subject #2	Subject #3	Total Points	Maximum Points
Chairperson's presiding ability	10					30
Secretary's participating ability	5					15
Clarity of business transactions	15					45
Correctness of all transactions	30					90
General participation by members	15					45
Power of expression, communication skills, poise, and stage presence. No uniforms required.	15					45
Judges' questions	10					30
Actions recorded correctly in minutes.	5					15
TOTAL PRESENTATION POINTS (315 maximum)						

Specification Points Rubric/Rating Criteria

Specification Points: All points or none are awarded per team, not per judge.	
Presentation lasted no more than 15 minutes	10
Opening & Closing Ceremonies	20
Followed Designated Order of Business	20
Secretary's handwritten notes of meeting properly prepared	10
No indication of chapter name, location, city, state, etc. in the notes or presentation	5
All registered team members were present for entire event	20
TOTAL SPECIFICATION (85 points maximum)	

Management/Marketing/Human Resources Concepts–Open Event (72)

Description

Assess knowledge of management, marketing, and human resources concepts.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils
- Cordless calculator (optional): Electronic devices will be monitored according to ACT standards. See Web site www.act.org/aap/taking/calculator.html

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

Entries

Unlimited

Parliamentary Procedure Concepts–Open Event (73)

Description

Assess knowledge of parliamentary procedure. Test questions are based on *Dunbar's Manual of Parliamentary Procedure Test Questions*.

Eligibility

Any student may enter this event.

Contestant must supply

- Sharpened no. 2 pencils
- Cordless calculator (optional): Electronic devices will be monitored according to ACT standards. See Web site www.act.org/aap/taking/calculator.html or [NLC Calculator Guide](#).

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

Entries

Unlimited

Workplace Skills Assessment Program Recommendation Procedures

How to Submit a Recommendation

1. Input from local advisors and/or students for changes in workplace skills assessments shall be submitted on the Workplace Skills Assessment Program Recommendation Form located online at: www.bpa.org by July 1. If you do not have Internet access, please use the recommendation form on the following page, and submit it to the Director of Educational Programs at the National Center **BY** July 1.
2. Recommendations for all changes in event and specifications must describe suggested wording change in the Guidelines for the Workplace Skills Assessment Program.
3. Recommendations for all changes in the administration of workplace skills assessments must describe the suggested procedure to be followed by event administrators.
4. Submitted recommendations must include:
 - a) specific recommendation
 - b) clearly stated rationale
6. Recommendations received after July 1 will not be reviewed unless presented by a BOT, SAAC or CEAC member on-site.

How Recommendations are Answered

1. All recommendations are compiled and forwarded for review to CEAC, SAAC, or Standing Committees of the BOT, depending on the scope and subject.
2. As a recommendation moves through the process all actions taken and comments are documented and made available to all groups.
3. The Board of Trustees decides the final action to be taken based on all input received.

Workplace Skills Assessment Program Pilot Procedure

- Step 1** **A PROPOSAL FOR WORKPLACE SKILLS NEW EVENT** be completed and submitted to the Director of Educational Programs no later than July 1. See form on next page.
- Step 2** **Summer:** At the summer meeting, a need for a new event is presented and supported by a majority of members of SAAC and CEAC. A minimum of two states must agree to pilot the proposed event at either/or both regional and state levels. The proposed event is recommended for Board approval.
- Step 3** **Summer:** The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.
- Step 4** **Fall:** The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has not been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.
- Step 5** **Spring:** Proposed event is piloted in at least two states at their spring conference. Event may also be piloted at the regional level, if desired. Each piloting state will conduct an evaluation including the following groups of people:
- All participants
 - Administrators, proctors, graders, judges
 - State CEAC representatives
 - State Advisors
- Step 6** **Spring:** Proposed event is piloted at the NLC.
- Only students who competed in the pilot event at the state conference may compete in the pilot event at the NLC.
 - The number of entries per state in the pilot event will be the same as any other event in the same category.
- Step 7** **NLC:** Participants in the pilot event at NLC will be recognized in the same way as participants in other events in the same category.
- Step 8** **NLC:** At the conclusion of the pilot, the following groups will evaluate the event:
- All participants
 - Administrators, proctors, graders, judges
 - CEAC members present
 - SAAC members present
- Step 9** **Summer:** An ad hoc committee of SAAC and CEAC members present at the NLC will tabulate evaluations.
- Step 10** **Summer:** Summarized evaluations will be reviewed in a joint meeting of SAAC and CEAC members present at the NLC. If a majority of the states represented at each division's joint meeting agree that the pilot event serves the needs of a significant number of members within their state and agree to offer the pilot event, it will be recommended for addition to the competitive events structure. A roll call vote will be taken; each state will have one vote in each chartered division. The combined division decision will prevail for both divisions.
- Step 11** **Summer:** At the summer meeting, the proposed new event will be audited by CEAC and submitted for Board review. Joint CEAC and SAAC recommendations will also be submitted for review. If approved, an addendum to the Guidelines will be sent to all states.
- Step 12** **June:** If approved by the Board, the proposed new event will be authored and the audit will be the responsibility of the CEAC Chairman and Chairman-elect.



PROPOSAL FOR WORKPLACE SKILLS NEW EVENT

Description:

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

Source of Occupational Skills Standards

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

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

All Aspects of Industry

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

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

Resources: www.bpa.org Business Professionals of America

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