

WORKPLACE SKILLS ASSESSMENT PROGRAM

MIDDLE LEVEL
2026-2027

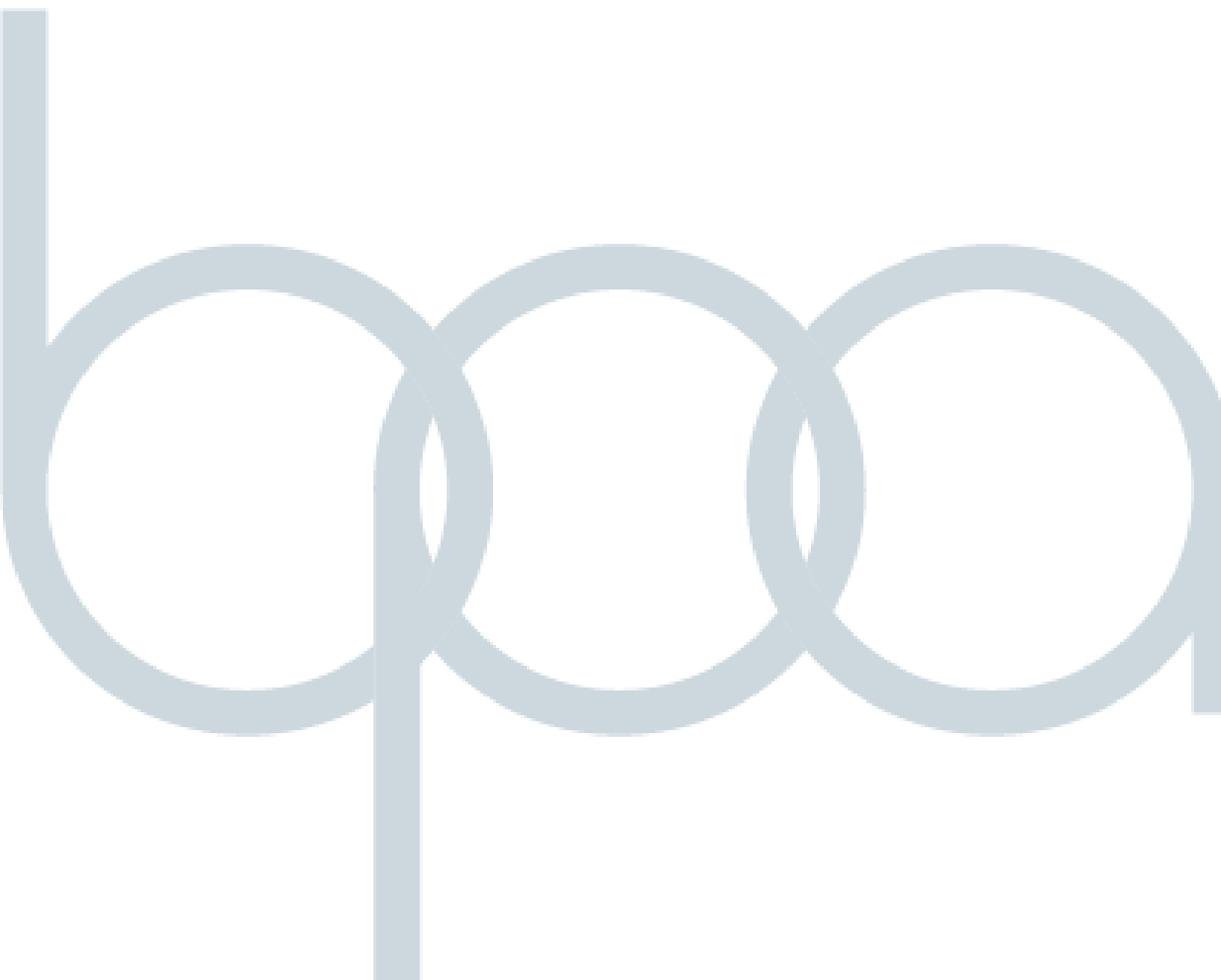


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INTRODUCTION

Mission Statement

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

Program Philosophy

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

Students will:

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

Content of the Guidelines

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

Purpose of the Guidelines

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

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

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

Awards and Recognition

For the middle level divisions, the top ten (10) winners will be recognized at the National Leadership Conference. For judged events, all finalists shall be recognized at NLC. For Open Events, the top ten (10) scores, plus ties, will be recognized.

Non-Discrimination Policy

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

**National Leadership Conference 2027
Denver, CO
May 5-9, 2027**

FUTURE NLC SITES

Year	Location	Date
2028	Orlando, Florida	May 10-14
2029	National Harbor, Maryland	May 9-13
2030	Columbus, Ohio	April 24-28

2026-2027 WSAP What's Changed/What's New

Welcome to the 2026-2027 membership year. Here's what's new for the Middle Level Guidelines and Supplemental Documents:

General WSAP Updates (applicable to multiple competitive events)

- Events-at-a-Glance: the following columns have been changed
 - Combined *Maximum minutes setup* and *maximum minutes for wrap-up*
 - Added AI Usage and Documentation Form
- AI Level added to all guidelines
- Added to all guidelines. *Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.*
- Event description and competencies have been updated

WSAP Updates (Specific Assessment Area Changes)

Virtual Events

- Renamed: VO3 Software Engineering Team has been changed to VO3 Virtual Game Development Team
- New Event: V16 Virtual Artificial Intelligence Team (Pilot)

Style & Reference Manual

- In-text citations required for all research papers, in addition to the Works Cited page
- Added self-citation examples for interviews, YouTube videos, photos, podcasts, and AI-generated images
- Email format added
- ARMA rules removed. Suggested resource provided in the guidelines where appropriate
- Proofreader Marks removed
- Job # in header and footer removed for non-production jobs
- Team captain's Contestant ID is required in the Works Cited page header for team events where required

*New AI Usage and Citation Policy

- Competitors will self-certify quality/originality on uploads
- Refer to the Artificial Intelligence Usage & Citation Policy

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 NLC. All entries for Workplace Skills Assessment events must be registered for NLC through the state association. To compete in an event at NLC, the individual or team must have competed in that event at the State Leadership Conference (SLC). Substitutions for team contestants are left to the discretion of the State Advisor. Any special eligibility requirements are indicated in the event guidelines.

Advisors can verify national membership online or by contacting the National Center. Be sure to check your State Association membership deadline to ensure eligibility at the regional/district and state levels.

Number of Contests

Middle Level contestants may participate in a total of **two events**, only one of which may be a team event (this number includes pilot events). Additionally, a student may compete in an unlimited number of open or virtual events within the time constraints of the conference program. Participation in virtual events does *not* count towards the total number of events for contestants. *NOTE: These guidelines apply directly to the National Level; State Associations may impose different restrictions regarding the number of contests in which a contestant may compete.*

Event Length

The length of events varies. Times are listed on the “Events-at-a-Glance” chart as well as within the guidelines for each event.

Team Events/Chapter Events

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

Event Registration Changes

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

Event Rescheduling

Only time conflicts caused by two concurrent BPA competitive events may be rescheduled.

Use of Materials

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

Reference Materials

Some events allow reference materials. Check the guidelines for each contest for further information.

Reference materials may *not* be used for any Open Event.

Merit Scholar

Although this test is part of BPA Cares, it will be given at the same time as the Open Events. Any contestant or advisor attending NLC may take this test on the activities, history, and programs of Business Professionals of America. Recognition is provided to all that achieve at least **90 percent**. Refer *Merit Scholar Guide*. No reference materials are allowed.

ARMA Rules

For events including records management as a competency, the *ARMA Rules for Alphabetic Filing* will be considered the authority. Complete guidelines may be ordered from the American National Standards Institute – ANSI (<https://webstore.ansi.org>).

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.

Use of Previous or Sample Tests

No previous Business Professionals of America tests and/or sample tests 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 registered contestants will be allowed into the event room. Only persons serving as administrators, proctors, or authorized personnel will be admitted into the event room. Contestants may be *disqualified* for communicating with persons other than administrations, proctors, or authorized personnel in the event room or between the preparation and presentation rooms.

Use of Cellular Phones/Smart Devices

The use of cellular phones and/or smart devices (digital watches, smart glasses, etc.) which can be used to record, transmit, receive, or play back audio, photography, text, or video content in testing, preparation and presentation rooms is strictly prohibited. If a contestant/team utilizes a cellular phone as a mobile hotspot, the phone may be visible throughout the presentation and used to provide Internet. However, the phone's sole purpose can only be for Internet access or for displaying the contestant's work, no other use will be allowed.

Recording Equipment

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

Name Badges

Name badges must be worn at all times; it is permissible for contestants to introduce themselves to the judges.

BPA Release Forms

When BPA Release Forms are required, contestants included in the project must submit a BPA Release Form(s); this includes individuals and all team contestants. BPA Release Forms may be handwritten. Illegible forms will *not* be accepted.

Artificial Intelligence

Utilization of AI (for example, generative AI tools), to complete submitted work(s) must adhere to the BPA AI Usage & Citation Policy, with transparent attribution for generated content. Proper citation of AI-generated work is essential to uphold intellectual honesty and respect for original authorship.

BPA AI Usage and Documentation Form

When BPA AI Usage and Documentation Forms are required, any contestant included in the project must submit a BPA AI Usage and Documentation Form; this includes individuals and all team contestants.

Contestant-Provided Equipment

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

Academic Integrity Policy

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

NLC CALCULATOR GUIDELINES

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

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

Prohibited calculators include:

- Texas Instruments models beginning with TI-89 and TI-92, (Note: The TI-Nspire (non-CAS) is permitted.)
- Hewlett Packard models beginning with HP Prime, HP 48GII, all models that begin with HP 40G, HP 49G, or HP 50G
- Casio models including fx-CP400 (ClassPad 400), Algebra fx 2.0, ClassPad 300 and 330, and all models beginning with CFX 9970G
- Electronic writing pads or pen-input devices (Note: The Sharp EL 9600 is permitted.)
- Handheld, tablet, or laptop computers, including PDAs
- Cell phone calculators or any other electronic communications devices
- Calculators with typewriter keypads in QWERTY format (Note: Letter keys not in QWERTY are permitted.)

The following types of calculators are permitted, but *only* after they are modified as noted:

- Calculators that hold programs or documents - remove all documents and remove all programs that have computer algebra system functionality
- Calculators with paper tape - remove the tape
- Calculators that make noise - turn off the sound
- Calculators with an infrared data port - completely cover the infrared data port (includes HP 38G series, HP 39G series, and HP 48G)
- Calculators that have power cords - remove all power/electrical cords
- Hand-held calculators may *not* be connected in any way to the computer or device being used for testing

It is each contestant's responsibility to ensure that his/her calculator meets ACT requirements. Calculators that do *not* meet ACT standards will *not* be allowed during testing, which could result in a lower score for unprepared students. Contestants who bring prohibited calculators will *not* be provided with an alternative calculator by the testing center staff, and they will *not* be allowed to use *another* contestant's calculator.

JUDGED EVENT GUIDELINES

Digital Technology

(940) Digital Game Design Team

Arts, Entertainment & Design

(945) Graphic Design Promotion

(950) Video Production Team

(955) Website Design Team

(960) Visual Design Team

Career Ready Skills

(970) Entrepreneurship Exploration

(975) Extemporaneous Speech

(980) Prepared Speech

(985) Presentation Team

(990) Human Resource Exploration

WSAP Download Center

All forms, manuals, and supporting documents are available in the Download Center at <https://members.bpa.org/download-center>.

BPA Release Form

Events that utilize images (photographs or video) require a BPA Release Form(s) for each individual represented in the project. If the event does not require an online submission for national competition, signed BPA Release Form(s) will be required at the time of submission.

Works Cited

All judged events that include any media (images, logos, sounds, and other assets/media elements) used in the development, creation, and publication of the contest materials will require a Works Cited. Contestants who create their own media will be required to cite themselves as the author. Contestants/Teams who do *not* participate in both parts of the event (pre-submit and judged) will *not* be ranked.

AI Usage and Documentation Form

All judged events that include the use of AI require an AI Usage and Documentation Form.

Pre-submitted Events

(940) Digital Game Design Team

(945) Graphic Design promotion

(950) Video Production Team

(955) Website Design Team

(960) Visual Design team

(970) Entrepreneurship Exploration

(990) Human Resource Exploration

Judges' Comments

Judges' comments will be returned digitally through the online judging system at the national level.

Technical Judging Materials

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

Judged Events Requiring Preliminaries and Finals

When the number of entrants in the judged event requires multiple sections, preliminaries and finals will be held. An equal number of the top contestants from each preliminary section will be called back for the finals. The finals are conducted as a new contest. Technical scores from the preliminary competition will carry forward into the final competition.

Judged Event Topics

Each event that is judged has a unique topic. Details of the topic and the requirements for a specific topic are listed with the events.

2026-2027 JUDGED EVENT TOPICS

Refer to the individual guidelines for a complete description of each topic.

VO1 Virtual Multimedia and Promotion Individual

The Creator Economy – Turning Content into a Career. Create a 1:00 to 2:30 minute digital promotion that investigates the rise of the creator economy – the growing world of podcasters, YouTubers, streamers, designers, and digital entrepreneurs who earn a living through online content. Highlight the skills, tools, and business knowledge needed to succeed, and feature examples of young creators who have turned their passion into a profession.

VO2 Virtual Multimedia and Promotion Team

Game Changers – Student Athletes Who Are Making a Difference Off the Field. Create a 3:00 to 5:00 minute compelling multimedia promotion that spotlights student athletes in your community who are using their platform, time, and influence to give back – through mentorship, charity work, advocacy, or community leadership. Choose a story with emotional depth and cultural relevance and use promotional strategies to inspire other young people to lead with purpose beyond the game.

VO3 Virtual Game Development Team

Afterburn – Endless Runner. Create an endless runner game titled “Afterburn.” Players control a young inventor riding a self-built rocket-powered skateboard through a sprawling futuristic city after an experimental energy surge sends the board into overdrive. As malfunctioning robots, collapsing scaffolding, and rogue delivery drones flood the streets, players must dash, jump, and slide through procedurally generated urban obstacles – collecting scattered power crystals to keep the board running and unlocking new gadgets along the way. Each run generates a unique city route, ensuring no two attempts are the same.

VO4 Virtual Web Application Team

MentorshipMatch – Student-to-Professional Mentorship Platform. Your team has been hired by a nonprofit organization to build a web application connecting high school and college students with professionals in their fields of interest. Users can create profiles listing their academic interests and career goals, browse and request mentors, schedule video or chat sessions, and leave reviews after meetings. Required features include user registration and login, mentor/mentee profile management, session booking, and an admin panel to manage users and flag inappropriate activity. Optional enhancements could include a recommendation algorithm, industry-based group forums, resume review requests, and email notifications

VO5 Virtual Mobile Applications

SafelyGo – Student Campus Safety App. Develop a mobile application titled *SafelyGo*: Student Campus Safety App. You are challenged to create a mobile app that promotes student safety on and around campus. The app should allow users to report safety concerns, access emergency contacts, share real-time location with trusted contacts, and view a live campus safety map.

Required Features: external backend database, user registration and account recovery, ability to submit and view safety reports, emergency contact directory, location sharing, and an admin panel for campus safety staff to manage reports. Must use at least one API (e.g. maps or SMS/notification service).

Possible Features: panic button with automatic alert, integration with campus security dispatch, push notifications for safety alerts, anonymous reporting mode, and export of incident logs to PDF.

Vo6 Virtual Promotional Photography

Through the Frame. Create a photograph that uses a *natural* or *constructed* frame to draw the viewer's attention toward the main subject. A frame may include doors, windows, archways, tree branches, mirrors, fences, shadows, or any structural or environmental element that surrounds or partially encloses the focal point.

Vo7 Virtual Cybersecurity/Digital Forensics (Round Two Competitors Only):

Follow the Money: Tracing Crime Through Cryptocurrency. Your task is to explore how investigators track illicit funds across blockchains when criminals think crypto makes them anonymous. Examples may include:

- How blockchain's public ledger becomes a permanent paper trail.
- Tools and techniques like wallet clustering and chain analysis (e.g., Chainalysis).
- Real cases where crypto tracing cracked ransomware or dark web operations.

V10 Virtual Branding Team

A startup media company, *NewStream Media*, is launching a brand-new digital streaming channel designed to deliver shortform, high-impact content for Gen Z and young adult audiences (ages 14–24). The platform will feature original programming in the areas of:

- Entertainment
- Educational mini-series
- Esports & gaming
- Creative arts
- Career exploration

NewStream Media has hired your Virtual Branding Team to develop a complete brand identity and multimedia promotional campaign that will successfully introduce the channel to the market, establish a strong brand presence, and attract subscribers across multiple digital platforms.

V11 Virtual 2D Animation Team

Create a 1:30 - 2:30 minute 2D Animated story of an object or character that becomes lost and ultimately finds its way back and was changed by the journey.

V12 Virtual Social Media Marketing Campaign Team

Game Day Every Day – Building a Fan Community for a Minor League Sports Team. The Riverside Rockets, a fictitious minor league baseball team, is struggling with low attendance and limited community awareness in their market. The team's new ownership group wants to completely reimagine their social media presence to drive ticket sales, build a loyal local fan base, and attract sponsorships.

V13 Virtual Esports Team

The Business of Producing Esports Events. Esports tournaments range from local competitions to international championships with millions of viewers. In a research paper of no more than three pages (double-spaced), examine the business operations involved in planning, marketing, and managing esports events.

Research Areas:

- Event planning and logistics
- Sponsorship acquisition and revenue generation
- Broadcasting and live-stream production
- Risk management and cybersecurity considerations
- Career opportunities in event operations and production

V14 Virtual Ethical Leadership & Decision-Making Team

Student Athlete Offered Money to Promote a Product She Doesn't Use. Devon is a junior distance runner with a growing following online, mostly other high school athletes who watch her training videos and race breakdowns. She is careful about what she posts and proud that people trust her.

A recovery drink company reaches out with an offer: four thousand dollars (\$4,000) for six posts across the season. The money would cover her club fees, travel to two out-of-state meets, and a chunk of what her family has been putting on a credit card. Your team will research and present your proposed solution to the ethical dilemma that Devon is facing.

V16 Virtual Artificial Intelligence Team

LoopToLearn – An AI-Assisted EdTech Subscription Platform. Your team has been hired as AI strategy consultants for *LoopToLearn*, a five-year-old subscription-based SaaS company that provides AI assisted tutoring and study-skills coaching for high school and early-college students. *LoopToLearn* offers three subscription tiers (Student, Family, and School District) and is preparing for a Series B funding round. The leadership team has provided your firm with an official BPA case study and data pack containing financial records, IT infrastructure logs, customer/marketing data, and current brand assets. Your team must use AI tools to analyze the data pack and produce four integrated deliverables that demonstrate ethical, responsible, and reproducible AI use across Finance, IT, Business/Marketing, and Digital Media Design.

(940) Digital Game Design Team

Embark on a journey to craft an educational game that explores the world of personal finance and money management.

(945) Graphic Design Promotion

Create a themed design package to promote your school or district's STEM Night & Innovation Showcase

(950) Video Production Team

Create a one-to-two-minute educational video that explores how a specific piece of technology has changed over time – from its early beginnings to today. Your goal is to entertain and inform your audience while telling the story of innovation in a creative, visually engaging way.

(955) Website Design Team

Create a website that celebrates unsung heroes in your local community – everyday people who make a meaningful difference. This could include teachers, coaches, first responders, volunteers, or neighbors who go above and beyond.

(960) Visual Design Team

Your team has been hired to design a complete branding package for your school's first annual *Fresh Picks Farmers Market* – a student-organized event celebrating local food, sustainability, and community. The branding should feel fresh, colorful, and welcoming for all ages.

(970) Entrepreneurship Exploration

A middle school student in your community has a skill or hobby they love – whether it's graphic design, photography, tutoring, pet care, lawn maintenance, or something else entirely. They want to turn that passion into a real business but aren't sure where to start. They need a plan that is realistic, affordable, and something a middle schooler could actually execute.

(985) Presentation Team

Your local parks and recreation department has a limited budget and an underused community space – it could be a park, a community center room, a library corner, or an outdoor courtyard. They have reached out to middle school students for fresh ideas on how to transform this space into something that students and families will actually want to use.

CLOUD STORAGE / FILE SHARING GUIDELINES

Permission and privacy settings on files sharing sites can be difficult to manage. Business Professionals of America have developed the following guidelines to help guide contestants as they choose the right settings for their submissions. The following is a nonexclusive list but includes the most popular file sharing sites. Contestants may choose any product or service to share submissions.

YouTube®

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

Vimeo®

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

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

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

Google Drive® - please review the settings carefully.

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

Microsoft OneDrive® - the key with this cloud storage site is to share from the folder level.

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

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



BPA RELEASE FORM

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

All individuals included in a project, including the official contestant(s),
must sign a BPA Release Form for him/herself for this event.

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

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

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

Consent is also granted for any printed matter, video, or audio recording used in conjunction with the photograph(s) and with the use of my name.

I have read this document and am fully aware of the content and implications, legal and otherwise.

This information must be completed here and will also be required online if this event is submitted to a BPA website for national competition.

Name _____
Address _____
City _____ State _____ ZIP _____

For judged events that were not presubmitted, a printed copy with signature(s) must be provided to the judges prior to your presentation.

Signature _____
Date _____

Parental Verification

Signature of Parent or Guardian
(If a person is under 18 years of age.)

Signature _____
Date _____

AI USAGE AND DOCUMENTATION FORM

Required for Level 2 submissions. Level 1 events may attach it as an AI-free originality affirmation (select “No” below).

Forms may be handwritten; however, illegible forms will not be accepted. All individuals included in a project, including the official contestant(s), must sign an AI Usage and Documentation Form for him/herself for this event. (This form must be completed for all events as specified in the event guidelines.)

Event Number and Name	
Level (1 or 2)	
Contestant Team ID	
Chapter State	
Division (ML S PS)	

1. Did you use generative AI in preparing this submission?
☐ No ☐ Yes – if yes, complete the table and checklist below.

2. AI Tools Used

Tool & Model / Version	Date Used	How It Was Used

3. Purpose (check all that apply)

- | | | |
|---|--|---|
| ☐ Brainstorming/Ideation | ☐ Outlining/Structure | ☐ Drafting Text |
| ☐ Editing/Proofreading | ☐ Code Assistance | ☐ Image/Asset generation |
| ☐ Data analysis | ☐ Other: | |

4. Affirmation

I affirm that this submission is substantially my own work, that I have disclosed and cited all generative AI use above, and that I have independently verified any AI-generated facts or sources. I understand that prohibited, undisclosed, or uncited AI use may result in penalty or disqualification under the BPA Academic Integrity Policy.

Signature: _____ Date: _____

Team events: each contestant signs a copy of this form.

MIDDLE LEVEL EVENTS-AT-A-GLANCE

 BUSINESS PROFESSIONALS of AMERICA Giving Purpose to Potential	Max Setup/Wrap-Up	Test/Presentation (mins)	Judges Questions (mins)	Event may be repeated	Uses S&RM Formatting	Reference materials allowed (see WSAP)	Bring own computer	State entries eligible for national competition	Certification Component	Release Form Required	AI Documentation Form
VIRTUAL EVENTS (NATIONALS ONLY)											
(Vo1) Virtual Multimedia and Promotion Individual	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo2) Virtual Multimedia and Promotion Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo3) Software Engineering Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo4) Web Application Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo5) Mobile Applications	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo6) Promotional Photography	3 / --	7	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo7) Cybersecurity/Digital Forensics	3 / --	10	5	Y	Y	N	Y	Unlimited	N	Y	Y
(Vo8) Start-up Enterprise Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(Vo9) Financial Portfolio Investment Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(V10) Virtual Branding Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(V11) 2D Animation Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(V12) Social Media Marketing Campaign Team	3 / --	10	5	Y	Y	--	Y	Unlimited	Y	Y	Y
(V13) Esports Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(V14) Ethical Leadership & Decision-Making Team	3 / --	10	5	Y	Y	Y	Y	Unlimited	N	Y	Y
(v15) Virtual Interview and Digital Portfolio Design	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
(V16) Virtual Artificial Intelligence Team	3 / --	10	5	Y	Y	--	Y	Unlimited	N	Y	Y
FINANCIAL SERVICES											
(900) Financial Literacy	10/10	60	--	Y	N	Y	N	Per State	N	N	N
MANAGEMENT & ENTREPRENEURSHIP											
(915) Administrative Support Team	10/10	60	--	Y	Y	Y	N	2	N	N	N
(920) Digital Citizenship	10/10	60	--	Y	N	Y	N	Per State	Y	N	N
(925) Word Processing	10/10	60	--	Y	Y	Y	N	Per State	N	N	N
(930) Spreadsheet Applications	10/10	60	--	Y	N	Y	N	Per State	N	N	N
DIGITAL TECHNOLOGY											
(940) Digital Game Design Team	3 / --	10	5	Y	Y	--	Y	3	N	Y	Y
ARTS, ENTERTAINMENT, & ENTERTAINMENT											
(945) Graphic Design Promotion	3 / --	5	5	Y	Y	--	Y	Per State	N	Y	Y
(950) Video Production Team	3 / --	5	5	Y	Y	--	Y	3	N	Y	Y
(955) Website Design Team	3 / --	5	5	Y	Y	--	Y	3	N	Y	Y
(960) Visual Design Team	3 / --	5	5	Y	Y	--	Y	3	N	Y	Y
CAREER READY SKILLS											
(970) Entrepreneurship Exploration	3 / --	10	5	Y	Y	--	N	3	N	Y	Y
(975) Extemporaneous Speech	10	2-4	--	Y	Y	--	N	3	N	N	N
(980) Prepared Speech	3 / --	3-5	--	Y	Y	--	N	3	N	Y	Y
(985) Presentation Team	3 / --	5-7	5	Y	Y	--	Y	3	N	Y	Y
(990) Human Resource Exploration	--	10	--	Y	Y	--	N	3	N	N	Y
OPEN EVENTS											
(995) Business Communication Skills Concepts - Open	--	60	--	Y	N	N	N	Unlimited	N	N	N
(996) Business Fundamentals Concepts - Open	--	60	--	Y	N	N	N	Unlimited	N	N	N
(997) Business Math Concepts - Open	--	60	--	Y	N	N	N	Unlimited	N	N	N
(998) Computer Literacy Concepts - Open	--	60	--	Y	N	N	N	Unlimited	N	N	N

NATIONAL BPA DEADLINES

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

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

Item	Deadline	Websites
Virtual Events Registration	Submitted by 11:59 p.m. Eastern Time, December 1, 2026	https://register.bpa.org
Virtual Events Project Submission	Submitted by 11:59 p.m. Eastern Time, January 15, 2027	https://upload.bpa.org
940 Digital Game Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
945 Graphic Design Promotion	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
950 Video Production Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
955 Website Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
960 Visual Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
970 Entrepreneurship Exploration	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
990 Human Resource Exploration	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org

VIRTUAL EVENT PRE-SUBMISSION GUIDELINES

Event	What to Submit at https://upload.bpa.org	Saved File Name(s)
Virtual Event (National Only)		
(Vo1) Virtual Multimedia and Promotion Individual	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo1-ContestantID.pdf
(Vo2) Virtual Multimedia and Promotion Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo2-TeamID.pdf
(Vo3) Software Engineering Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo3-TeamID.pdf
(Vo4) Web Application Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo4-TeamID.pdf
(Vo5) Mobile Applications	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo5-ContestantID.pdf
(Vo6) Promotional Photography	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo6-ContestantID.pdf
(Vo7) Cybersecurity / Digital Forensics	NO UPLOADS REQUIRED	
(Vo8) Start-up Enterprise Team	Business Plan, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	Vo8-TeamID.pdf
(Vo9) Financial Portfolio Management Team	NO UPLOADS REQUIRED	
(V10) Virtual Branding Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V10-TeamID.pdf
(V11) 2D Animation Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V11-TeamID.pdf
(V12) Social Media Marketing Campaign Team	Social Media Marketing Campaign, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V12-TeamID.pdf
(V13) Esports Team	Research Paper, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V13-TeamID.pdf
(V14) Ethical Leadership & Decision-Making Team	Research Paper, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V14-TeamID.pdf

(V15) Virtual Interview & Digital Portfolio Design	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V15-ContestantID.pdf
(V16) Virtual Artificial Intelligence Team	Artifacts, Usage Log, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	V15-ContestantID.pdf

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

NATIONAL BPA PRE-SUBMISSION GUIDELINES

2027 National Leadership Conference		
Submission Deadline: April 1, 2027, by 11:59 p.m. Eastern Time		
Note: Pay close attention to the saved file naming conventions.		
Note: For all team events, files only need to be uploaded once by the team captain.		
Event	What to Submit at https://upload.bpa.org	Saved File Naming Conventions
940 Digital Game Design Team	Clickable URL to Project Files (may include Artwork, Executable File, Storyboard, etc.), Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	DGDT-TeamID.pdf
945 Graphic Design Promotion	Logo, Flyer, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	GDP-ContestantID.pdf
950 Video Production Team	Clickable URL to Video, Storyboard, Script, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	VPT-TeamID.pdf
955 Website Design Team	Clickable URL to project website, (including any necessary login credentials), Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	WDT-TeamID.pdf
960 Visual Design Team	The following items have been saved as PDFs and bundled together in one PDF file: Poster (Required), Works Cited, BPA Release Form(s), and the AI Usage and Documentation Form, along with choice of three of the following: Event Logo, Vendor Table Sign, Reusable Shopping Bag Graphic, Social Media Announcement Graphic, and/or Event Program/Map.	VDT-TeamID.pdf
970 Entrepreneurship Exploration	Research Paper, Works Cited, and BPA Release Form(s), and the AI Usage and Documentation Form in one combined PDF file.	ENT-ContestantID.pdf
990 Human Resource Exploration	Job Shadow Request Letter - PDF Format	HRE-ContestantID.pdf

NLC 2026 COMPUTER SOFTWARE LIST

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

Beginning in 2027-2028, Microsoft 365 will replace Microsoft Office 2021.

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

<i>Event</i>	<i>Software Packages</i>
915 Administrative Support Team	MS Office 2021
925 Word Processing	MS Word 2021
930 Spreadsheet Applications	MS Excel 2021

Check individual event guidelines for information regarding the use of contestants' own computers. Contestants who bring their own computer for events, as permitted, must also bring all supporting devices (including software, extension cords, power strips, etc.) as outlined in event guidelines. Carry-in and setup of equipment must be done solely by the contestant(s) and must take place within the time allotted for orientation/warm-up.

Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

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

Business Professionals of America assumes no responsibility for hardware/software provided by contestants. 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.

NLC 2026 REQUIRED INDUSTRY CERTIFICATION ALIGNMENT

The following industry certifications are required and provided (free of charge) for all competitors at the national level in each competition listed below. The certification test will count for up to 50 points (pass=50 points, fail= 0 points) of the final score for each of the aligned BPA competitive events.

BPA Competitive Event Name	Industry Certification Offered by Certiport
915 Digital Citizenship	IC3 Global Standard 6 Level 1

BPA Competitive Event Name	Certification Objectives
V12 Social Media Marketing Campaign Team	https://certiport.pearsonvue.com/Certifications/Meta/Certification/Certify.aspx

Note: Contestants who have certified in the aligned exam may choose from one of the following two options:

1. The contestant will be given the opportunity to take another certification exam within the event subject area in place of the previously passed exam. If the contestant passes their chosen exam, they will receive fifty (50) points towards the final score of the BPA competitive event. If the contestant fails their chosen exam, they will receive zero (0) points towards the final score of the BPA competitive event.
2. The contestant may share their previously passed test scores with NLC staff. If this option is selected, the contestant will be required to login to their Certiport account and share the previously earned score at the time of sign in at NLC.

Parental Consent Form

IMPORTANT: Requirement for Certiport Exams

All contestants (regardless of age) are required to submit a signed Parental Consent form which must be on file with the National Center in order for scores to be released to BPA at NLC. A reminder to submit the form will be included at the time of competition registration.

If there is no Parental Consent form on file with the National Center on or before the first day of NLC, contestant scores will *not* be released and students' overall scores will be drastically affected.

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



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

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

Parent / Legal Guardian Consent Form

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

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

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

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

- 1) To allow the Certiport Candidate to take or retake any Certiport exam(s); and
- 2) That I have had an opportunity to review the Certiport terms and conditions and privacy policy available at www.certiport.com, including, but not limited to, those provisions relating to testing; privacy policies; and the collection, processing, use and transmission to the United States of the Certiport Candidate's personal identifiable information; and that I and the Certiport Candidate understand and agree to abide by these terms and conditions and policies; and
- 3) To Certiport for the retention and disclosure of any of the Candidate's personal information to the Certiport exam sponsor(s), its authorized third parties and service providers, and others as may be necessary to prevent unlawful activities or as required by law; and
- 4) That the Certiport Candidate and I will comply with any of the Certiport testing rules and procedures.
- 5) To allow Certiport to disclose to Business Professionals of America (BPA) the Candidate's Name, City, State, and score should my Certiport Candidate be one of the top fifteen winners in MOS Word, PowerPoint, Excel, and Access at the BPA 2021 National Leadership Conference.

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

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

Name of Parent/Legal Guardian

Signature of Parent/Legal Guardian

Date



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

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

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

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

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

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

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

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

NAME OF PARENT/LEGAL GUARDIAN

SIGNATURE OF PARENT/LEGAL GUARDIAN

DATE



Middle Level Alignment to the BPA Standards Framework

19 Middle Level competitions (codes 900–998) mapped to the BPA Standards framework. The last column shows sample Middle Level competitions that align to each standard.

Code	Standard Statement	Description / Descriptors	Sample Middle Level Events
ARTS, ENTERTAINMENT, & DESIGN			
BPA.A ED.01	Interpret a creative brief to identify goals, target audience, and constraints, and develop multiple viable design concepts.	Client brief; objectives; target audience; brainstorming and concept development.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.02	Apply principles of layout, composition, color, and typography to produce visually effective and aesthetically consistent designs.	Layout; composition; color theory; typography; hierarchy.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.03	Plan, capture, and edit multimedia content using industry-standard software and workflows to meet project objectives.	Graphics, video, audio, animation, or interactive media; editing workflows.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.04	Use storytelling and visual techniques to create content that captures attention, conveys a clear message, and prompts audience engagement.	Narrative structure; pacing; emotional appeal; calls to action.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.05	Design and refine digital interfaces or experiences that are intuitive, accessible, and aligned to user needs and behaviors.	UX research; UI layout; navigation; accessibility; prototyping.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.06	Organize digital assets, apply appropriate file formats and resolution settings, and prepare deliverables for print, web, and social media.	Asset management; export settings; optimization for different platforms.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
BPA.A ED.07	Select, create, and use media assets in compliance with copyright, licensing, and attribution requirements.	Copyright; licensing; fair use; attribution; release forms.	940 Digital Game Design Team; 945 Graphic Design Promotion; 950 Video Production Team
CAREER READY PRACTICES			
BPA.C RP.01	Demonstrate professionalism, ethical behavior, and inclusive, respectful conduct by following policies, honoring commitments, making responsible decisions, and collaborating appropriately with individuals from diverse backgrounds in academic and workplace settings.	Work habits; integrity; ethical decision-making; workplace conduct; DEI; cultural awareness; respectful collaboration.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
BPA.C RP.02	Communicate ideas clearly and professionally in written, oral, and digital formats that are appropriate for the audience, purpose, and context.	Written, oral, and digital communication; audience awareness; clarity and tone.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
BPA.C RP.03	Work effectively as a member or leader of a team by contributing ideas, sharing responsibility, and resolving conflict constructively.	Team roles; collaboration; conflict resolution; shared responsibility.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship

Code	Standard Statement	Description / Descriptors	Sample Middle Level Events
BPA.C RP.04	Analyze problems using relevant information and tools to propose and justify logical, data-informed solutions.	Problem analysis; evidence-based reasoning; evaluation of alternatives.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
BPA.C RP.05	Plan and prioritize tasks, manage time and resources, and meet deadlines while maintaining quality standards.	Prioritizing tasks; organizing resources; balancing quality and deadlines.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
BPA.C RP.06	Use digital and AI-enabled tools to plan, create, and improve work products while following guidelines for safe, responsible, and ethical use of technology.	Productivity tools; AI tools; digital citizenship; data privacy and security.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
BPA.C RP.07	Set goals, seek feedback, and reflect on experiences to build a personal career and leadership development plan.	Goal setting; self-assessment; feedback; leadership development planning.	900 Financial Literacy; 915 Administrative Support Team; 920 Digital Citizenship
DIGITAL TECHNOLOGY			
BPA.D T.01	Explain how computer hardware, operating systems, and basic software work together to perform common business tasks.	Components of a computer; OS functions; application software categories.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.02	Describe fundamental networking and internet concepts and configure or troubleshoot simple networked environments.	Network types; protocols; addressing; connectivity and basic configuration.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.03	Identify common cybersecurity threats and implement basic security practices to protect devices, data, and networks.	Threats and vulnerabilities; authentication; encryption; security policies.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.04	Design, write, test, and debug programs or scripts that solve defined problems using appropriate logic and structures.	Algorithms; variables; control structures; functions; debugging strategies.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.05	Use databases and digital tools to collect, organize, query, analyze, and visualize data to support decision-making.	Tables and relationships; queries; reports; charts; dashboards.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.06	Describe core concepts of cloud computing and AI and apply at least one cloud or AI service to improve a business process.	Cloud service models; AI capabilities; automation; integration into workflows.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
BPA.D T.07	Diagnose technical issues using a systematic troubleshooting process and document solutions in user-friendly language.	Troubleshooting steps; logs and diagnostics; documentation for end users.	920 Digital Citizenship; 940 Digital Game Design Team; 955 Website Design Team
FINANCIAL SERVICES			
BPA.F S.01	Apply fundamental accounting principles and the steps of the accounting cycle to record, adjust, and close financial transactions accurately.	Debit/credit rules; journalizing; posting; adjusting and closing entries.	900 Financial Literacy; 997 Business Math Concepts
BPA.F S.02	Prepare and interpret key financial statements to evaluate an organization's financial position and performance.	Income statement; balance sheet; cash flow; vertical and ratio analysis.	900 Financial Literacy; 997 Business Math Concepts

Code	Standard Statement	Description / Descriptors	Sample Middle Level Events
BPA.F S.03	Explain the functions of financial institutions and use banking and credit products appropriately in consumer and business contexts.	Bank services; credit types; lending; interest and fees; electronic banking.	900 Financial Literacy; 997 Business Math Concepts
BPA.F S.04	Create and manage a personal financial plan that includes budgeting, saving, investing, use of credit, and risk management.	Budgeting; saving; investing; credit management; insurance; financial goals.	900 Financial Literacy; 997 Business Math Concepts
BPA.F S.05	Analyze financial information and apply tools to support business finance and capital decisions.	Ratio analysis; time value of money; capital budgeting; risk and return.	900 Financial Literacy; 997 Business Math Concepts
BPA.F S.06	Explain how economic concepts and market forces influence personal, business, and policy decisions.	Supply and demand; market structures; economic indicators; fiscal and monetary policy.	900 Financial Literacy; 997 Business Math Concepts
BPA.F S.07	Use financial technologies and spreadsheets to analyze data while applying internal controls, regulatory requirements, and ethical standards.	Spreadsheets; financial software; internal controls; ethics and compliance.	900 Financial Literacy; 997 Business Math Concepts
MANAGEMENT & ENTREPRENEURSHIP			
BPA.M E.01	Explain and apply basic management functions and organizational structures to coordinate people and resources.	Planning, organizing, leading, controlling; organizational design.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.02	Demonstrate leadership behaviors that motivate others, build trust, and support high-performing teams.	Leadership styles; motivation; coaching; feedback; team dynamics.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.03	Apply human resources practices related to recruitment, selection, onboarding, performance feedback, and workplace policies.	Job descriptions; interviews; orientation; evaluation; HR compliance.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.04	Use project management tools and methods to define scope, schedule tasks, manage risks, and evaluate project or event outcomes.	Scope statements; work breakdown structures; timelines; risk registers; evaluation.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.05	Develop and refine an entrepreneurial venture concept using elements of a business model and business plan.	Opportunity recognition; customer discovery; revenue models; business plan components.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.06	Analyze operational processes to identify risks, compliance needs, and opportunities to improve efficiency and quality.	Process mapping; compliance requirements; quality and productivity measures.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
BPA.M E.07	Evaluate business decisions for their ethical, social, and environmental implications and recommend responsible alternatives.	Ethical frameworks; sustainability; corporate social responsibility; stakeholder analysis.	915 Administrative Support Team; 925 Word Processing; 930 Spreadsheet Applications
MARKETING & SALES			
BPA.M S.03	Develop or evaluate brand elements that differentiate an organization and support a consistent brand experience.	Brand identity; logo and tagline; brand voice and guidelines.	945 Graphic Design Promotion

NATIONAL VIRTUAL EVENT GUIDELINES

The National Virtual Events are offered virtually only at the national level. All contestants may register and submit entries. There are no limits. The following policy will be used for all Virtual (VO1 - V16) competitive events.

Virtual Competition Round One | Technical Scoring

Based upon the number of final submissions in each of the virtual event contests, contestants will be randomly assigned into sections. Within each section, all contestants will be judged using the technical rubric in the individual WSAP contest guidelines. Upon completion of the technical judging, the number of contestants that will advance to the presentation round will be determined by the number of sections.

The number of contestants advancing to the presentation round will not exceed twenty (20). The number of preliminary sections will determine how many contestants advance from each section, as outlined below:

- **10 Sections** | Top 2 from each section advance to the presentation round
- **5 Sections** | Top 4 from each section advance to the presentation round
- **4 Sections** | Top 5 from each section advance to the presentation round
- **3 Sections** | Top 6 from each section advance to the presentation round
- **2 Sections** | Top 10 from each section advance to the presentation round

To ensure an equal number of contestants advance from each section, the number of preliminary sections will be limited to those listed above. Configurations of 6, 7, 8, or 9 sections will not be used, as they would not result in an equal number of advancements per section.

Virtual Competition Round Two | Presentation Scoring

During the presentation round, the contestants (not to exceed 20) will create a presentation following the individual competition guidelines. The combined scores (Round One | Technical and Round Two | Presentation) will determine the top ten (10) competitors that will be invited to NLC.

Exception – V13: Round Two for V13 is a game play round, and all teams are invited to participate. The combined scores (Round One | Technical and Round Two | Game Play and Round Three | Presentation) will determine the top ten (10) competitors that will be invited to NLC.

During the National Leadership Conference (NLC)

The top ten (10) contestants from each division in each of the Virtual Events are invited to participate in the BPA National Showcase and the BPA National Showcase Business Panel. During the National Leadership Conference (NLC), the top ten (10) contestants are invited to compete for the National Showcase Best in Show Award in each competition. Final rankings will be announced at the National Awards Session.

VO1	Virtual Multimedia and Promotion Individual	V10	Virtual Branding Team
VO2	Virtual Multimedia and Promotion Team	V11	Virtual 2D Animation Team
VO3	Virtual Game Development Team	V12	Virtual Social Media Marketing CampaignTeam
VO4	Virtual Web Application Team	V13	Virtual Esports Team
VO5	Virtual Mobile Applications	V14	Virtual Ethical Leadership and Decision-Making Team
VO6	Virtual Promotional Photography	V15	Virtual Interview and Portfolio Design
VO7	Virtual Cybersecurity/Digital Forensics	V16	Virtual Artificial Intelligence Team
VO8	Virtual Start-up Enterprise Team		
VO9	Virtual Financial Portfolio Management Team		

VO1 Virtual Multimedia and Promotion Individual

Description & Eligibility

Contestants will create a 1:00 to 2:30 minute promotional video based on the provided topic. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. There are no restrictions on the number of entries per chapter or per state. Contestants who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

The Creator Economy. Turning Content into a Career. Create a 1:00 to 2:30 minute promotional video that investigates the rise of the creator economy – the growing world of podcasters, YouTubers, streamers, designers, and digital entrepreneurs who earn a living through online content. Highlight the skills, tools, and business knowledge needed to succeed, and feature examples of young creators who have turned their passion into a profession.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$10 fee for each entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after contestants register
 - The registration deadline is no later than 11:59 p.m. Eastern Time on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit all the following in one combined PDF: 1. Clickable URL to Promotional Video 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	VO1-ContestantID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate proficiency in industry-standard video production software and equipment to execute all phases of the production process
2. Develop a cohesive storyline using a storyboard and script that applies effective scripting techniques to deliver a clear, focused message
3. Apply professional camera techniques, including intentional selection of shot types, angles, and framing to support visual storytelling
4. Implement lighting techniques, including proper setup and adjustment of light sources, to achieve consistent and professional visual quality
5. Perform non-linear editing using industry-standard tools, incorporating transitions, cuts, and audio editing techniques to produce a seamless and polished final cut
6. Apply titles, lower thirds, and 2D and/or 3D visual effects to enhance the final product and reinforce the intended message
7. Demonstrate an understanding of audience analysis by designing and delivering a final product that effectively communicates to a defined target audience

Contest Specifications for this Event

- The completed final product dimensions should be at least 1920 x 1080
- Submit the URL to the Promotional Video, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying contestants will be contacted to reserve time for a video conference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Contestants will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Vo1 Virtual Multimedia and Promotion Individual

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed the Copyright and/or Fair Use and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
The final promotional video adhered to the required time range of 1:00-2:30 minutes, met the minimum resolution of 1920x1080, and conformed to BPA Graphic Standards.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the disqualification:				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) combined PDF file containing the URL to the Promotional Video, Works Cited (formatted according to the Style & Reference Manual), BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Visual Organization	Layout is cluttered or confusing; difficult to follow.	Layout is clear and logical; easy to understand.	Layout is exceptionally well-organized; enhances comprehension and flow.	/20
Aesthetic Use of Colors and Fonts	Colors and fonts clash or distract; inconsistent use.	Colors and fonts are appropriate and consistent.	Colors and fonts are thoughtfully chosen; enhance visual appeal and readability.	/20
Enhancement of Theme and Purpose	Visuals do not support the theme or purpose.	Visuals support the theme and purpose adequately.	Visuals strongly reinforce and elevate the theme and purpose.	/20
Graphic Design and Digital Assets	Assets are poorly chosen or low quality; minimal design effort.	Assets are relevant and of good quality; design is competent.	Assets are high-quality and creatively used; design is professional and engaging.	/20
Audio Quality	Audio is unclear, unbalanced, or contains distracting noise.	Audio is clear, balanced, and free from major distractions.	Audio is crisp, well-balanced, and professionally mixed with no distractions.	/20
Lighting and Special Effects	Lighting is poor; effects are distracting or irrelevant.	Lighting is adequate; effects are used appropriately.	Lighting is well-executed; effects enhance the visual experience and storytelling.	/20
Motion Graphics (2D/3D)	No motion graphics or poorly executed.	Motion graphics are present and functional.	Motion graphics are skillfully integrated and enhance the visual narrative.	/20
Target Audience	Content is not suitable or engaging for the intended audience.	Content is appropriate and moderately engaging for the audience.	Content is highly engaging and tailored to the interests and needs of the audience.	/20
Theme Development	Theme is unclear or underdeveloped.	Theme is clear and adequately developed.	Theme is compelling, well-developed, and consistently portrayed throughout.	/20
TOTAL TECHNICAL POINTS				/190

Vo1 Virtual Multimedia and Promotion Individual Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Delivery & Engagement	Limited verbal and non-verbal communication; monotone delivery; poor eye contact or camera presence.	Communicates clearly with appropriate tone and gestures; maintains reasonable engagement through the screen.	Demonstrates strong verbal and non-verbal communication with enthusiasm and effective virtual engagement.	/20
Organization, Design & Structure	Presentation lacks clear structure and coherence, with awkward or missing transitions.	Presentation has some content gaps and choppy transitions, making it occasionally unclear and hard to follow.	The presentation content flows adequately, with a mostly clear structure and smooth transitions between points.	/20
Project Development & Execution	Limited explanation of project phases; lacks clarity or detail.	Adequate explanation of pre-production, production, and post-production phases.	Thorough and insightful explanation of all project phases with clear rationale and reflection.	/20
Use of Media Elements	Media elements are poorly chosen or not effectively integrated; technical issues disrupt flow.	Media elements (graphics, video, audio, etc.) are used appropriately and support the presentation.	Media elements are creatively and effectively used to enhance the presentation; transitions and effects are smooth and professional.	/20
Explanation of Technology & Software	Minimal or unclear explanation of tools and software used.	Provides a basic explanation of technology and software used in the project.	Offers a detailed and insightful explanation of technology and software choices, including their impact on the project.	/20
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/120

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

VO2 Virtual Multimedia and Promotion Team

Description & Eligibility

Teams will create a 3:00 to 5:00 minute promotional video based on the provided topic. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Game Changers. Student Athletes Who Are Making a Difference Off the Field. Create a 3:00 to 5:00 minute compelling multimedia promotion that spotlights student athletes in your community who are using their platform, time, and influence to give back – through mentorship, charity work, advocacy, or community leadership. Choose a story with emotional depth and cultural relevance and use promotional strategies to inspire other young people to lead with purpose beyond the game.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after the team registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Promotional Video 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	VO2-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate proficiency in industry-standard video production software and equipment to execute all phases of the production process
2. Develop a cohesive storyline using a storyboard and script that applies effective scripting techniques to deliver a clear, focused message
3. Apply professional camera techniques, including intentional selection of shot types, angles, and framing to support visual storytelling
4. Implement lighting techniques, including proper setup and adjustment of light sources, to achieve consistent and professional visual quality
5. Perform non-linear editing using industry-standard tools, incorporating transitions, cuts, and audio editing techniques to produce a seamless and polished final cut

6. Apply titles, lower thirds, and 2D and/or 3D visual effects to enhance the final product and reinforce the intended message
7. Demonstrate an understanding of audience analysis by designing and delivering a final product that effectively communicates to a defined target audience

Contest Specifications for this Event

- The completed final product dimensions should be at least 1920 x 1080.
- Submit the URL to the Promotional Video, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA judged events

- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

VO2 Virtual Multimedia and Promotion Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
The promotional video adhered to the required time range of 3:00-5:00 minutes, met the minimum resolution of 1920x1080 and conformed to BPA Graphic Standards.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the URL to the Promotional Video, Works Cited (formatted according to the <i>Style & Reference Manual</i>), BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Visual Organization	Layout is cluttered or confusing; difficult to follow.	Layout is clear and logical; easy to understand.	Layout is exceptionally well-organized; enhances comprehension and flow.	/20
Aesthetic Use of Colors and Fonts	Colors and fonts clash or distract; inconsistent use.	Colors and fonts are appropriate and consistent.	Colors and fonts are thoughtfully chosen; enhance visual appeal and readability.	/20
Enhancement of Theme and Purpose	Visuals do not support the theme or purpose.	Visuals support the theme and purpose adequately.	Visuals strongly reinforce and elevate the theme and purpose.	/20
Graphic Design and Digital Assets	Assets are poorly chosen or low quality; minimal design effort.	Assets are relevant and of good quality; design is competent.	Assets are high-quality and creatively used; design is professional and engaging.	/20
Audio Quality	Audio is unclear, unbalanced, or contains distracting noise.	Audio is clear, balanced, and free from major distractions.	Audio is crisp, well-balanced, and professionally mixed with no distractions.	/20
Lighting and Special Effects	Lighting is poor; effects are distracting or irrelevant.	Lighting is adequate; effects are used appropriately.	Lighting is well-executed; effects enhance the visual experience and storytelling.	/20
Motion Graphics (2D/3D)	No motion graphics or poorly executed.	Motion graphics are present and functional.	Motion graphics are skillfully integrated and enhance the visual narrative.	/20
Creativity & Originality	Production lacks originality, with ideas that feel derivative and show minimal creative risk.	Production demonstrates original thinking and clear, engaging concepts.	Production is original and imaginative, with bold creative choices that enhance its impact.	/20
Color Grading & Visual Effects	Color grading is inconsistent or distracting. Visual effects are poorly executed or irrelevant to the narrative.	Color grading is appropriate and enhances the mood. Visual effects are competently used and support the story.	Color grading enhances tone and emotion; visual effects are polished, purposeful, and support the story.	/20
TOTAL TECHNICAL POINTS				/190

Vo2 Virtual Multimedia and Promotion Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Delivery & Engagement	Limited verbal and non-verbal communication; monotone delivery; poor eye contact or camera presence.	Communicates clearly with appropriate tone and gestures; maintains reasonable engagement through the screen.	Demonstrates strong verbal and non-verbal communication with enthusiasm and effective virtual engagement.	/20
Organization, Design & Structure	Presentation lacks clear structure and coherence, with awkward or missing transitions.	Presentation has some content gaps and choppy transitions, making it occasionally unclear and hard to follow.	The presentation content flows adequately, with a mostly clear structure and smooth transitions between points.	/20
Project Development & Execution	Limited explanation of project phases; lacks clarity or detail.	Adequate explanation of pre-production, production, and post-production phases.	Thorough and insightful explanation of all project phases with clear rationale and reflection.	/20
Use of Media Elements	Media elements are poorly chosen or not effectively integrated; technical issues disrupt flow.	Media elements (graphics, video, audio, etc.) are used appropriately and support the presentation.	Media elements are creatively and effectively used to enhance the presentation; transitions and effects are smooth and professional.	/20
Explanation of Technology & Software	Minimal or unclear explanation of tools and software used.	Provides a basic explanation of technology and software used in the project.	Offers a detailed and insightful explanation of technology and software choices, including their impact on the project.	/20
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/125

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

VO3 Virtual Game Development Team

(formerly VO3 Software Engineering Team)

Description & Eligibility

Teams will design and develop an original endless-runner video game that performs and behaves as outlined in the provided topic. Project submissions will consist of game source code, art and audio assets, a Game Manual, and a functional, executable version of the game. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines will be disqualified.

Topic

Afterburn – Endless Runner. Create an endless runner game titled "Afterburn." Players control a young inventor riding a self-built rocket-powered skateboard through a sprawling futuristic city after an experimental energy surge sends the board into overdrive. As malfunctioning robots, collapsing scaffolding, and rogue delivery drones flood the streets, players must dash, jump, and slide through procedurally generated urban obstacles – collecting scattered power crystals to keep the board running and unlocking new gadgets along the way. Each run generates a unique city route, ensuring no two attempts are the same.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the "Conferences" tab and then select the "2027 National Virtual Events"
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after the team registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Project Files (game source code, art and audio assets, game manual, and functional game) 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	VO3-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Design and develop an original endless-runner video game that meets the requirements of the assigned topic, applying core game development principles across code, content, and design
2. Implement core game architecture, including the game loop, state management (menus, gameplay, pause, game over, restart), and persistent data for high scores, unlocked gadgets, and player settings

3. Apply game-specific mathematics and logic, including coordinate systems, vector movement, physics, collision detection, and basic AI behavior for obstacles and non-player characters
4. Design and implement procedural generation systems that produce varied, fair, and well-paced runs aligned with the topic's endless-runner format
5. Develop and tune core player mechanics (dash, jump, slide, boost, gadget use) so they feel responsive, learnable, and consistent with the topic
6. Create or curate cohesive game art, animation, and visual effects that establish a clear art direction and support gameplay readability
7. Design and implement audio for the game, including sound effects, music, and audio feedback that reinforce game feel and atmosphere
8. Design user interface and user experience elements (menus, HUD, onboarding) that clearly communicate vital information during fast-paced gameplay
9. Balance gameplay difficulty, pacing, and progression to deliver a fair, engaging, and re-playable experience
10. Apply object-oriented or component-based design, code documentation, and performance optimization techniques appropriate to game development
11. Evaluate project requirements and delegate responsibilities effectively within a team, managing scope, scheduling, and collaborative development across disciplines (code, art, audio, design)
12. Apply structured problem-solving and critical thinking to identify, analyze, and resolve technical and design challenges throughout development
13. Document the project clearly, including a Game Manual covering controls, mechanics, features, and build/launch instructions

Contest Specifications for this Event

- Original endless-runner gameplay built around the topic, featuring continuous forward motion and procedurally generated routes
- Core player actions include dash, jump, and slide, plus at least one gadget or boost mechanic earned through progression
- A menu interface for non-gameplay interaction (e.g., starting a run, resuming, exiting, viewing high scores, viewing/equipping unlocked gadgets)
- An on-screen HUD displaying vital gameplay information (e.g., distance, score, fuel/energy, active gadget)
- A minimum average framerate of 30 frames per second (FPS) during typical play
- Persistent storage of player progression data (high scores, unlocked gadgets, settings) saved and loaded between sessions
- Optional databases or persistence options include local file storage (JSON, XML, SQLite), Oracle Express, Microsoft SQL Server, Oracle MySQL, PostgreSQL, Google Firebase, or Amazon Web Services. Local persistence is acceptable
- Languages/frameworks permitted include Java, JavaScript, Python, Ruby, Microsoft C#, Objective-C/Cocoa, C++, Apple Swift, Unity, Unreal Engine, Godot, GameMaker, and other freely available game engines or libraries
- Any submission using a game development framework must clearly show the extent of original work done via source code comments
- Use of integrated development environments (e.g., Microsoft Visual Studio, Eclipse, Oracle NetBeans, or Apple XCode) is encouraged
- Submit the URL to all project documents including, but not limited to game source code, art and audio assets, a Game Manual, and a functional, executable version of the game. Works Cited, BPA Release Form(s), AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.

- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

V03 Virtual Game Development Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
Team submission includes a game source code, art and audio assets, a Game Manual, and a functional, executable version of the game.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the URL to the Project, Works Cited (formatted according to the <i>Style & Reference Manual</i>), BPA Release Form(s), and AI Usage and Documentation Form.				/10
Core Gameplay & Mechanics	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Core Run Mechanics (Dash, Jump, Slide)	Core actions (dash, jump, slide) are missing, broken, or feel unresponsive. Player movement does not match the endless-runner pacing of the topic.	Core actions are implemented and functional. Inputs are mostly responsive and produce expected results, though timing or feel may be inconsistent.	Core actions are tight, responsive, and well-tuned. Movement feels intentional and matches the high-speed endless-runner energy described in the topic.	/30
Procedural Level / Route Generation	City route is static, repetitive, or generation is broken. Runs feel identical and the topic requirement is not met.	Route is procedurally generated and produces meaningfully different runs. Variety is present but obstacle placement may feel uneven or repetitive over time.	Route generation produces unique, well-paced runs every time. Obstacle density, spacing, and difficulty curve feel deliberate and varied.	/30
Obstacle & Hazard Design	Obstacles (malfunctioning robots, scaffolding, rogue drones) are missing, indistinguishable, or unfair. Hits feel arbitrary.	Multiple obstacle types are present and behave as expected. Hit detection works in most cases, though some hazards may feel cheap or unclear.	A varied roster of obstacle types tied to the topic is present, each with clear visual telegraphing and fair, consistent collision behavior.	/30
Power Crystals & Gadget Unlocks	Crystal collection and/or gadget unlock systems are missing or non-functional. No meaningful progression exists.	Crystals can be collected and gadgets can be unlocked. Systems work but progression pacing or reward variety may feel limited.	Crystal collection, fuel/energy management, and gadget unlocks form a cohesive, satisfying progression loop directly aligned with the topic.	/30
Game Architecture & Code Quality	Below Expectations 0-8 points	Meets Expectations 9-17 points	Above Expectations 18-25 points	Points Awarded
Game Loop & State Management	Game loop is broken or unclear. Game states (menu, play, pause, game over) are missing, conflated, or behave unpredictably.	Game loop runs reliably and core states (menu, play, pause, game over) function correctly with minor inconsistencies.	Game loop is well-architected. State transitions (menu, play, pause, game over, restart) are clean, deterministic, and easy to follow in code.	/25

V03 Virtual Game Design Development Team

Presentation Scoring Rubric (Cont'd)

Object-Oriented / Modular Design	Code is monolithic or poorly structured. Classes, prefabs, or modules are missing, unclear, or have overlapping responsibilities.	Code is organized into classes/modules with mostly clear responsibilities. Some coupling or duplication may exist.	Code shows thoughtful OOP or component-based design with strong cohesion, clear responsibilities, and effective use of inheritance/composition where appropriate.	/25
Performance & Frame Rate	Game drops well below 30 FPS in normal play, stutters on routine actions, or fails to release memory (visible slowdowns over time).	Game maintains roughly 30 FPS in typical conditions. Occasional dips occur under load but do not break gameplay.	Game consistently meets or exceeds 30 FPS, including during heavy procedural generation. Demonstrates clear optimization (pooling, culling, asset management).	/25
Code Documentation & Readability	Comments are missing or misleading. Code is hard to follow and naming is inconsistent.	Most classes, methods, and complex logic are commented. Naming is generally consistent and code is mostly readable.	Code is well-documented with clear comment blocks on classes, key methods, and non-obvious logic. Naming, formatting, and structure consistently aid understanding.	/25
Art, Animation & Visual Design	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Art Direction & Visual Cohesion	Visual style is inconsistent or unfinished. Art assets clash and do not communicate the futuristic-city setting of the topic.	Visual style is generally consistent. Art assets support the futuristic-city setting, though some elements feel mismatched or placeholder.	Art direction is cohesive, intentional, and clearly communicates the futuristic-city setting. Color, scale, and style work together to support gameplay readability.	/20
Character & Object Animation	Animations are missing, stiff, or broken. The player character and obstacles do not visibly respond to input or state changes.	Core animations (run, jump, slide, dash) are present and functional. Transitions may be abrupt but communicate the action.	Animations are smooth, expressive, and clearly communicate every player action and obstacle behavior. Transitions feel polished and reinforce game feel.	/20
Visual Effects & Game Feel	Effects (particles, screen shake, trails, impact feedback) are missing or distract from gameplay.	Effects are present and support key moments (crystal collection, collisions, boosts). Some opportunities for feedback may be missed.	Effects enhance game feel meaningfully – collecting, crashing, and boosting all have satisfying, readable visual feedback that elevates the experience.	/20
Audio Design	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Sound Effects	Sound effects are missing, broken, or inappropriate. Key player actions and game events have no audio response.	Sound effects are present for major actions and events. Quality and timing are functional but may be inconsistent.	Sound effects are well-mixed, well-timed, and clearly reinforce player actions, hazards, pickups, and outcomes.	/20

Music & Audio Atmosphere	Music is missing or clashes with the setting. Audio atmosphere does not match the futuristic-city, high-speed feel of the topic.	Music is present and generally supports the setting. Loops or transitions may be noticeable or repetitive.	Music is original or well-licensed, fits the futuristic-city energy of the topic, and transitions smoothly across menu and gameplay states.	/20
UI, UX & Progression	Below Expectations 0-8 points	Meets Expectations 9-17 points	Above Expectations 18-25 points	Points Awarded
Menus & In-Game HUD	Menus are missing, broken, or confusing. HUD does not communicate vital information (score, distance, fuel/energy, gadgets).	Menus (start, pause, resume, exit) and HUD are present and functional. Some readability or hierarchy issues may exist.	Menus and HUD are clean, readable, and well-organized. Vital gameplay information is communicated clearly at a glance during fast-paced runs.	/25
Onboarding, Save Data & Progression Persistence	No tutorial or onboarding is present, and player progress, high scores, or unlocked gadgets are not saved between sessions.	Basic onboarding exists and core progression (high score, unlocked gadgets) is saved between sessions. Some elements may be missing or inconsistent.	Onboarding clearly teaches mechanics, and persistent data (high scores, unlocked gadgets, settings) reliably saves and loads across sessions.	/25
Stability & Technical Polish	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Stability & Error Handling	Game crashes during normal play, exceptions are unhandled, or errors disrupt the player experience.	Game runs reliably with occasional minor issues. Errors are caught in most expected scenarios but feedback to the player may be limited.	Game runs stably across a full session. Exceptions are caught gracefully, edge cases are handled, and any errors are communicated cleanly to the player.	/15
Balance & Difficulty Curve	Difficulty curve is broken – game is too easy, too hard, or spikes unfairly. Player has no chance to learn before failing.	Difficulty progresses logically over a run. Some pacing or spike issues may exist but the curve is generally fair.	Difficulty curve is well-tuned. Each run feels fair, learnable, and steadily more challenging, encouraging mastery and replay.	/15
TOTAL TECHNICAL POINTS				/400

VO3 Virtual Game Design Development Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Items To Evaluate	Below Expectations 0-3 points	Meets Expectations 4-6 points	Above Expectations 7-10 points	Points Awarded
Design & Development Process	Process is unclear or incomplete; lacks structure or detail.	Process is explained with basic clarity and covers major phases.	Process is clearly explained with insight into design decisions and iteration.	/10
Game Design & Mechanics	Mechanics are poorly explained, disconnected, or do not match the topic.	Mechanics are described with basic clarity and relate to the topic.	Mechanics are clearly explained, well-integrated, and demonstrate deliberate design tied to the topic.	/10
Art, Animation & Visual Style	Art and visual decisions are mentioned but not explained or justified.	Art and visual decisions are described with some connection to gameplay and theme.	Art direction, animation, and visual style are clearly explained, justified, and tied to the game's identity.	/10
Audio & Sound Design	Audio choices are not discussed or are unjustified.	Audio choices are described and connect to gameplay or mood.	Audio choices are clearly explained and shown to reinforce game feel, atmosphere, and player feedback.	/10
Level / Procedural Generation Approach	Level or procedural generation approach is unclear or technically vague.	Approach is described with general accuracy; the team can speak to how runs vary.	Approach is clearly explained, technically sound, and demonstrates intentional design choices for variety, pacing, and fairness.	/10
Technical Architecture & Implementation	Architecture, languages, frameworks, and tools are not discussed clearly.	Team explains key technical choices (engine, language, structure) with basic accuracy.	Team clearly explains architecture, key systems, and trade-offs, demonstrating strong technical understanding of their build.	/10
Team Contribution to Development	Team roles are unclear or unevenly represented during the presentation.	Each team member's role and contribution is described with basic clarity.	Each team member clearly describes their contribution; the team demonstrates strong, balanced collaboration.	/10
Presentation Quality, Q&A and Style	Presentation lacks organization or clarity; responses to judges are vague or off-topic.	Presentation is organized and key points are communicated; responses to judges are mostly clear and relevant.	Presentation is polished, engaging, and professionally delivered; responses to judges are confident and show strong understanding.	/10

VO3 Virtual Game Design Development Team

Presentation Scoring Rubric (Cont'd)

Team Members	Set up lasted no longer than three (3) minutes and the presentation lasted no more than ten (10) minutes.	/10
Timing	At least two original members of the team in attendance at the time of the presentation.	/10
TOTAL PRESENTATION POINTS		/100
Scoring Category		Points Awarded
Technical Scoring Points		/400
Presentation Points		/100
TOTAL		/500

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Vo4 Virtual Web Application Team

Description & Eligibility

Teams will create a database-driven website with server-side functionality based on the topic provided. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines will be disqualified.

Topic

MentorshipMatch – Student-to-Professional Mentorship Platform. Your team has been hired by a nonprofit organization to build a web application connecting high school and college students with professionals in their fields of interest. Users can create profiles listing their academic interests and career goals, browse and request mentors, schedule video or chat sessions, and leave reviews after meetings. Required features include user registration and login, mentor/mentee profile management, session booking, and an admin panel to manage users and flag inappropriate activity. Optional enhancements could include a recommendation algorithm, industry-based group forums, resume review requests, and email notifications.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after contestant registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Database Driven Website 2. Written description of the project, source code, and the database schema 3. Works Cited 4. BPA Release Form(s) 5. AI Usage and Documentation Form	Vo4-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Design and implement a database in a structured (SQL) or unstructured (cloud-based, e.g., MongoDB, Firebase) environment to store and manage application data; flat files may not be used for data storage
2. Demonstrate knowledge of server-side scripting and Internet concepts to support dynamic, functional web application behavior
3. Evaluate project requirements and delegate responsibilities effectively within a team, demonstrating the collaboration and communication skills required in a professional business setting

4. Integrate external Application Programming Interfaces (APIs) to extend application functionality and connect to third-party services and data sources
5. Apply back-end database development skills and front-end web design standards to build a complete, functional, and visually consistent full-stack web application
6. Implement structured problem-solving techniques to identify, troubleshoot, and resolve technical challenges throughout the development process
7. Document the process, methodology, and lifecycle of the web application, including an audit trail that demonstrates how the application was planned, built, and iterated

Contest Specifications for this Event

- The team must create a conceptual model for the database identifying relationships between tables in the database. Each team will be expected to articulate the design of the database associated with the web application.
- Each team must create forms and associated considerations needed for the scenario.
- Teams may select the database, web server, and middleware solution they prefer. The source code that powers each team's web application will be scrutinized; therefore, it is imperative that team contestants can answer questions regarding this aspect of the application.
- The event tests the team's ability to write code and incorporate databases. Application frameworks, such as Drupal®, Joomla!®, DotNetNuke® and WordPress® are prohibited. Integrated development environments (IDEs) such as Microsoft® Visual Studio/ASP and Dreamweaver® are acceptable. Packages that assist the developer to create components, menus and similar such as JavaScript®, jQuery® and Ajax are acceptable and encouraged. However, downloading third-party code to create a major component of a web application, such as a shopping cart in an e-commerce application, is *not* permissible. Code must be the original work of the team.
- The website must be available on January 15, 2027. If the ISP is unavailable, the advisor will be contacted and given a reasonable amount of time to solve the problem.
- The site must include name of chapter, team member names, theme, school, city, state and year. This information can be included in any format and location.
- Submit the URL to Database Driven Website including a written description of the application as a PDF file, the source code (as a zipped root folder), the database schema, Works Cited, and signed BPA Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.

- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Vo4 Virtual Web Application Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the URL to the database driven website, written description of the application, source code, and the database schema, Works Cited (formatted according to the <i>Style & Reference Manual</i>), BPA Release Form(s), and AI Usage and Documentation Form.				/10
Page Design	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Layout Clarity	Layout is cluttered or unclear, making navigation and understanding difficult.	Layout is clear and structured, with consistent alignment and effective visual hierarchy.	Layout is highly intuitive and visually engaging, enhancing user understanding through excellent design principles.	/20
Design Aesthetic	Colors and fonts clash or distract, lacking cohesion and visual appeal.	Colors and fonts are appropriately chosen, creating a visually pleasing and consistent design.	Colors and fonts are expertly selected and harmonized, enhancing the overall aesthetic and user experience.	/20
Performance Optimization	Images and files are large or poorly optimized, causing slow load times and reduced performance.	Images and files are reasonably optimized, supporting smooth page performance.	Images and files are expertly optimized, ensuring fast load times and excellent performance across devices.	/20
Writing Quality	Writing is unclear, contains frequent errors, and lacks structure or coherence.	Writing is clear, mostly error-free, and well-organized with appropriate tone and style.	Writing is polished, engaging, and consistently well-structured with excellent clarity and style.	/20
Contrast Between Text and Background	Text blends into the background, making it hard to read.	Text and background have adequate contrast for clear readability.	Contrast is strong and thoughtfully applied, enhancing readability and visual appeal.	/20
Customer Functionality	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Navigational Links	Links are broken or inconsistent.	Links work and follow a consistent style.	Links are fully functional, consistent, and enhance navigation.	/20
Form Instructions and Feedback	No clear instructions or feedback.	Instructions and feedback are present and helpful.	Instructions are clear and feedback is timely and user-friendly.	/20
Cross-Browser/Platform Compatibility	Site fails on some browsers or devices.	Site works reliably across major browsers and devices.	Site performs seamlessly and consistently on all platforms.	/20

Vo4 Virtual Web Application Team

Technical Scoring Rubric (Cont'd)

Search Feature Usability	Search is missing or non-functional.	Search works and returns relevant results.	Search is efficient, accurate, and user-friendly.	/20
Database Development	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Database Use	No database; uses flat files.	Uses a functional database for data storage.	Database is well-integrated and enhances performance.	/20
Conceptual Model Implementation	Model is unclear or incorrectly applied.	Model is correctly implemented and functional.	Model is well-executed and clearly supports the app's structure.	/20
Data Redundancy	Tables contain repeated data.	Redundancy is minimal and controlled	Tables are well-normalized with no unnecessary repetition.	/20
Data Encryption	Sensitive data is unencrypted.	Minimal sensitive data is encrypted.	Encryption is thorough and enhances security.	/20
Database Access Control	No access controls in place.	Access is password-protected and controlled.	Strong access controls ensure secure, role-based access.	/20
Use of Unique Key Concepts	No unique keys used where needed.	Unique keys are correctly applied.	Unique keys are well-structured and optimize data integrity.	/20
Application Design	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
System Diagram Used	No diagram provided, or diagram is unclear, incomplete, or not used in development.	A clear system/application diagram is created and referenced during development.	Diagram is detailed, well-integrated into the development process, and enhances understanding of system architecture.	/20
Session State Management	State is not maintained across sessions or relies solely on cookies without fallback.	State is consistently maintained across sessions using cookies and alternative methods.	State management is robust, secure, and gracefully manages both cookie and non-cookie scenarios.	/20
Sensitive Data Encryption	Sensitive user data is stored or transmitted without encryption, posing security risks.	Highly sensitive user information is encrypted using standard, secure methods.	Encryption is implemented using strong, up-to-date algorithms and integrated seamlessly into the system's security architecture.	/20
Form Validation	Form fields are submitted without validation, leading to potential errors or security issues.	All form fields are validated before submission, ensuring correct and secure input.	Validation is thorough, user-friendly, and includes both client-side and server-side checks.	/20
Use of Queries/Procedures	No use of queries or stored procedures; data access is inefficient or insecure.	Queries and/or stored procedures are used appropriately for data access and manipulation.	Queries and stored procedures are optimized, secure, and demonstrate thoughtful database design.	/20

Vo4 Virtual Web Application Team

Technical Scoring Rubric (Cont'd)

Error Handling	Errors are not captured, or handling is inconsistent and leads to crashes or poor user experience.	Error capture routines are implemented where needed, ensuring stable and predictable behavior.	Error handling is comprehensive, user-friendly, and anticipates edge cases to maintain system reliability.	/20
Administration	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Web-Based Reports	Reports are missing, irrelevant, or do not reflect application data meaningfully.	Appropriate web-based reports are generated, presenting relevant application data clearly.	Reports are well-designed and enhance understanding through dynamic visuals and interactivity.	/20
Admin Data Control	Admin cannot reliably add, modify, or delete data, or interface lacks password protection.	Admin can securely add, modify, and delete data through a password-protected web interface.	Admin interface is secure, intuitive, and supports efficient data management with role-based access or audit features.	/20
Code Documentation	Code lacks comments or documentation, making it difficult to understand or maintain.	Code is adequately documented with clear comments explaining key logic and structure.	Documentation is thorough, consistent, and enhances readability and maintainability across the codebase.	/20
Application Functions	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Report Accuracy	Reports contain incorrect or inconsistent data; results do not reflect actual application behavior.	Reports generate accurate and consistent results based on application data.	Reports are highly accurate, validated against multiple data sources, and reliably reflect real-time or complex data scenarios.	/20
Content Visibility Control	Content visibility (public/private) is not configurable or is inconsistently applied.	Users can designate content as public or private, and the system respects these settings.	Content visibility is well-integrated, secure, and includes intuitive controls or role-based access features.	/20
Admin Functions Operate	Admin functions (add, modify, delete) are incomplete, unreliable, or fail to perform as intended.	Admin can successfully add, modify, and delete data through the interface as described.	Admin functions are fully operational, intuitive, and include safeguards like confirmation prompts or audit logging.	/20
Security Functionality	Security features are missing, improperly implemented, or easily bypassed.	Security functions operate as intended, protecting user data and access appropriately.	Security is robust, proactively mitigates vulnerabilities, and includes advanced features like encryption, role-based access, and audit logging.	/20

VO4 Virtual Web Application Team

Technical Scoring Rubric (Cont'd)

Core User Features	One or more required features (admin account, user registration, authentication, password protection, content addition) are missing or non-functional.	All required features are implemented and function correctly: admin account, user registration, authentication, password protection, and user content addition.	Required features are fully functional, secure, and enhanced with thoughtful design (e.g., role-based access, password hashing, user-friendly interfaces).	/20
TOTAL TECHNICAL POINTS				/590

Vo4 Virtual Web Application Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Development Process	Explanation is unclear, incomplete, or lacks structure; key phases of development are missing.	Clearly explains the design and development process from start to finish with logical flow.	Clearly explains the process, including key decisions, challenges, and solutions.	/20
App via UI	Demonstration is unclear or incomplete; user interface is not effectively used to show application functionality.	Clearly demonstrates how the application works using the user interface; core features are shown effectively.	Demonstration is smooth, engaging, and highlights full functionality through intuitive use of the user interface.	/20
Logical Design	Explanation of the application's logical design and design patterns is unclear, incomplete, or missing.	Provides a clear explanation of the logical design and identifies relevant design patterns used.	Provides a clear, insightful explanation of the logical design and effectively links design patterns to application decisions.	/20
Code Structures	Struggles to articulate how front-end and back-end components work together; explanations are vague or incorrect.	Clearly explains key code structures and their roles in front-end and back-end functionality; demonstrates basic understanding.	Delivers accurate insights into code architecture, clearly connects front-end and back-end logic, and responds confidently to follow-up questions.	/20
Interview Responses	Responses are unclear, off-topic, or lack relevance to the question; struggles to communicate ideas effectively.	Provides clear, relevant, and direct answers; communicates ideas with basic clarity and confidence.	Delivers concise, well-structured, and insightful responses; demonstrates strong communication skills and a deep understanding of the topic.	/20
Writing Accuracy	Frequent errors in grammar, spelling, punctuation, or usage that interfere with clarity and professionalism.	Minor errors may be present but do not hinder understanding; generally clear and correct language use.	Consistently accurate and polished use of grammar, spelling, punctuation, and usage; enhances clarity and professionalism.	/20
Presentation Quality/Style	Presentation lacks structure, clarity, or engagement; delivery is disorganized or difficult to follow.	Presentation is clear, organized, and adequately engaging; communicates ideas effectively.	Presentation is polished, confident, and highly engaging; demonstrates strong delivery, visual clarity, and audience awareness.	/20
Timing	Setup lasted no more than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
Team Members	At least two original members of the team are present during the presentation.			/5
TOTAL PRESENTATION POINTS				/155

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

VO5 Virtual Mobile Applications

Description & Eligibility

Contestants will develop a mobile phone and/or tablet application based upon the given scenario. Permitted platforms are limited to Google Android™ or Apple iOS™. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. There are no restrictions on the number of entries per chapter or per state. Contestants who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation policy will be disqualified.

Topic

SafelyGo – Student Campus Safety App Develop a mobile application titled SafelyGo. Student Campus Safety App. You are challenged to create a mobile app that promotes student safety on and around campus. The app should allow users to report safety concerns, access emergency contacts, share real-time location with trusted contacts, and view a live campus safety map.

Required Features: external backend database, user registration and account recovery, ability to submit and view safety reports, emergency contact directory, location sharing, and an admin panel for campus safety staff to manage reports. Must use at least one API (e.g., maps or SMS/notification service).

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”.
 - There will be a \$10 fee for each entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. A clickable URL to the mobile application, written description of the project and details of a design concept, source code, and application screenshots 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	VO5-ContestantID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Implement system analysis and design concepts to plan, structure, and guide the architecture of a mobile application
2. Develop a comprehensive project plan and timeline to manage all phases of the mobile application development lifecycle
3. Demonstrate knowledge of program implementation, testing, and deployment processes, including strategies for identifying and resolving technical issues

4. Apply Google Android® or Apple iOS® platform-specific programming languages, tools, and techniques to develop a functional mobile application
5. Demonstrate proficiency in core programming language concepts – including object-oriented, structured, and procedural techniques – applying variables, assignment statements, mathematical operators, decision-making controls, and iterative structures to implement application logic
6. Design a graphical user interface (GUI) for a mobile device by applying design and color principles, incorporating user input controls, icons, images, and other graphic elements to create an intuitive and visually consistent user experience
7. Employ database skills and applied programming techniques – including data management, sequential file access, I/O operations, and internal and external function and/or procedure calls – to handle and persist in application data
8. Integrate external Application Programming Interfaces (APIs) to extend application functionality and connect to third-party data sources and services
9. Apply internal programming documentation standards to ensure code clarity, maintainability, and long-term readability

Contest Specifications for this Event

- The application may be cross platform compatible between Google's Android® or Apple iOS®.
- The application does not need to be available for download from a digital-distribution multimedia-content service such as Google Play®, or Apple App Store®.
- Submit the URL to the mobile application including a written description of the project and details of a design concept, source code (as a zipped root folder), application screenshots, along with Works Cited, and BPA Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying contestants will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Contestants will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

VO5 Virtual Mobile Applications

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) combined PDF file containing the mobile application, written description of the project and details of a design concept, source code, application screenshots and Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s) and the AI Usage and Documentation Form.				/10
User Interface	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Writing Accuracy	Frequent errors in grammar, spelling, punctuation, or usage that interfere with clarity and professionalism.	Minor errors may be present but do not hinder understanding; generally clear and correct language use.	Consistently accurate and polished use of grammar, spelling, punctuation, and usage; enhances clarity and professionalism.	/20
Originality & Innovation	Work lacks originality; ideas are conventional or derivative with minimal innovation.	Work shows some creative thought and uniqueness; moderately innovative and relevant.	Work is highly original, distinctive, and demonstrates exceptional innovation and creativity.	/20
Mobile Optimization	Design is poorly adapted for mobile; elements may be misaligned, hard to read, or not responsive.	Design functions well on mobile; layout, readability, and responsiveness are adequately addressed.	Design is fully optimized for mobile; intuitive layout, excellent readability, and seamless responsiveness.	/20
Visual Design Elements	Design elements are inconsistent or poorly chosen; color, typography, or graphics detract from clarity or appeal.	Design uses color, typography, and graphics appropriately; visually cohesive and supports communication.	Design elements are expertly integrated; color, typography, and graphics enhance aesthetics and elevate the overall impact.	/20
Platform Compliance	Design disregards platform guidelines; may result in usability issues or inconsistent user experience.	Design generally follows platform standards; interface is functional and aligns with expected behaviors.	Design fully complies with platform guidelines; interface is polished, intuitive, and enhances user experience through thoughtful adherence.	/20
Clarity & Simplicity	Interface is confusing or cluttered; layout and elements hinder user understanding.	Interface is generally clear and organized; users can navigate and understand with minimal effort.	Interface is exceptionally intuitive and streamlined; clarity and simplicity enhance usability and user satisfaction.	/20
Code & Data	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Platform Usage	Application does not run on a permitted platform or lacks proper deployment.	Application is functional on at least one permitted platform (Android or iOS) with basic compatibility.	Application is well-integrated and optimized for one or both permitted platforms, demonstrating thoughtful use of platform-specific features.	/20

VO5 Virtual Mobile Applications

Technical Scoring Rubric (Cont'd)

Code Quality	Code is disorganized and hard to read; lacks consistent formatting, meaningful naming, and logical structure.	Code is generally clear and readable; follows standard conventions and is logically organized.	Code is clean, well-structured, and follows best practices for readability and maintainability.	/20
Object-Oriented Design	Code shows limited or incorrect use of OOP concepts; design patterns are absent or misapplied.	Code applies basic OOP principles appropriately; uses common design patterns where relevant.	Code shows strong OOP skills with thoughtful use of design patterns for structure and scalability.	/20
Database Integration	No database integration or improper use; data is hardcoded or handled inefficiently.	Code connects to and retrieves data from a database; basic queries and data handling are implemented correctly.	Code integrates the database effectively with secure handling, efficient queries, and well-designed schemas.	/20
Code Documentation	Documentation is missing, incomplete, or unclear; code is difficult to understand without external explanation.	Code includes adequate comments and documentation; key functions and logic are explained.	Code is clearly documented; comments support readability, maintainability, and collaboration.	/20
User Functionality	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Device Deployment	Application does not run or deploy on a permitted mobile device; platform compatibility is missing or incomplete.	Application successfully runs or deploys on at least one permitted mobile device; basic functionality is intact.	The application is fully deployed and optimized for mobile, with smooth performance and seamless integration.	/20
Database Functionality	Application fails to connect to or retrieve data from the database; functionality is broken or unreliable.	Application successfully loads and retrieves data from the database; basic queries function as intended.	Application reliably and efficiently interacts with the database; data retrieval is accurate, fast, and supports user needs seamlessly.	/20
Project Plan	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Writing Accuracy	Frequent errors in grammar, spelling, punctuation, or usage that interfere with clarity and professionalism.	Minor errors may be present but do not hinder understanding; generally clear and correct language use.	Consistently accurate and polished use of grammar, spelling, punctuation, and usage; enhances clarity and professionalism.	/20
Project Planning	Plan is vague or incomplete; lacks clear steps, timelines, or role assignments to meet project goals.	Plan adequately details tasks, timelines, and responsibilities; shows a reasonable path to meeting requirements.	Plan is thorough, well-structured, and proactive; includes detailed milestones, contingency strategies, and clear accountability to ensure timely completion.	/20
TOTAL TECHNICAL POINTS				/310

Vo5 Virtual Mobile Applications

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Development/Design Process	Explanation is unclear or incomplete; lacks detail about the development or design process.	Contestant adequately describes the development and design process; includes key decisions and steps taken.	Contestant provides a clear, thorough, and insightful explanation of the development and design process; demonstrates deep understanding and thoughtful reflection.	/20
Application Demonstration	Demonstration is unclear or incomplete; user interface is not effectively used to show functionality.	Contestant adequately demonstrates key features through the user interface; audience can follow how the application works.	Demonstration is clear, engaging, and thorough; user interface is used effectively to showcase functionality and user experience.	/20
Logical Design & Patterns	Explanation is unclear or lacks detail; logical design and design patterns are not addressed or misunderstood.	Contestant adequately explains the application's structure and identifies relevant design patterns used.	Contestant provides a clear, insightful explanation of the logical design and thoughtfully discusses the use and benefits of design patterns.	/20
Code Functionality	Explanation is vague or incorrect; presenter struggles to connect code structure to application functionality.	Explains how code structures support features; shows basic understanding.	Confidently explains code structures and their role in functionality and design.	/20
Interview Responses	Responses are unclear, incomplete, or off topic; presenter struggles to address questions effectively.	Contestant responds clearly and directly to most questions; demonstrates understanding of the project and communicates effectively.	Contestant responds confidently and thoughtfully, showing deep understanding and engaging with questions insightfully.	/20
Presentation Style	Presentation is disorganized or difficult to follow; delivery lacks clarity, confidence, or professionalism.	Presentation is clear and adequately structured; delivery is generally confident and appropriate.	Presentation is clear, engaging, and professionally delivered to support audience understanding.	/20
Timing	Setup lasted no more than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/130

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

VO6 Virtual Promotional Photography

Description & Eligibility

Contestants will demonstrate their creativity and skills in photography and image editing. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. There are no restrictions on the number of entries per chapter or per state. Contestants who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Through the Frame. Create a photograph that uses a *natural* or *constructed* frame to draw the viewer’s attention toward the main subject. A frame may include doors, windows, archways, tree branches, mirrors, fences, shadows, or any structural or environmental element that surrounds or partially encloses the focal point.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$10 fee for each entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after contestant registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
1. Original Photo as JPG 2. Edited Photo as JPG 3. Works Cited, BPA Release Form(s) and AI Usage and Documentation Form in one combined PDF	VO6-ContestantID-Original.jpg VO6-ContestantID-Edited.jpg VO6-ContestantID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply professional camera techniques, including proper focus, intentional shot composition, and creative framing strategies to capture compelling, high-quality images
2. Demonstrate knowledge of lighting principles, exposure settings, and shutter speed to achieve consistent and technically sound photographic output
3. Demonstrate proficiency in industry-standard photography software and equipment to manage all phases of the photographic production process, including digital editing and image refinement
4. Demonstrate knowledge of copyright laws and ethical standards as they apply to the creation, use, and distribution of photographic work
5. Demonstrate an understanding of audience analysis by designing and delivering a final photographic product that effectively communicates to a defined target audience

Contest Specifications for this Event

- Photographs must be in digital format. Each file must be no larger than 5 megabytes, must be in a JPEG or JPG format and must be at least 1,600 pixels wide or 1,600 pixels tall, OR image size must have a long dimension of at least 1,000 pixels and no more than 3,000 pixels.
- The photograph, in its entirety, must be an original work of art by the contestant.
- Minor burning, dodging, and/or color correction are acceptable as are hand tinting and cropping. Adding any type of text or watermark to the photo will not be accepted.
- Submit the one (1) original photo as a JPG, one (1) edited photo as JPG as individual files along with one combined PDF file of the Works Cited, BPA Release Form(s), and the AI Usage and Documentation Form to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027.
- Advisors of qualifying contestants will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Contestants will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than seven (7) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.
- For contestants advancing to the National Showcase, photos must meet the following specifications:
 - Display shows original photo on 5"x7" and final photo on 8"x10" photo paper, dry-mounted on a board no larger than 24"x18". A title for the photo must be included on the board. Only the two photos and title may be on the board
 - Photos can be mounted on the board horizontally or vertically
 - You may print in glossy or matte

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered members and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Vo6 Virtual Promotional Photography Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
The contestant submitted both the original and edited photos in JPG format.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) original photo as a JPG, one (1) corrected photo as a JPG, and on combined PDF of the Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 1-13 points	Meets Expectations 14-27 points	Above Expectations 28-40 points	Points Awarded
Technical Photo Quality	The original photo and/or edited photo does not meet format, size, or dimension requirements, or the image is unclear, poorly composed, or of low quality.	Both photos meet all technical requirements and is clear, well-framed, and appropriate for their intended use.	Both photos exceed technical standards with exceptional clarity, composition, and visual appeal, showing creativity or professional-level quality.	/40
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Creativity & Originality	The original photo lacks creativity and originality. They use basic composition resulting in a dull and unremarkable image(s).	The original photo has creative effort, with interesting choices in perspective that add visual appeal.	The original photo is highly creative, using unique angles or framing to create a visually striking and original image.	/20
Image Quality	Both photos lacks sharpness or clarity, appears blurry or pixelated, and shows poor use of depth of field, making the subject unclear or distracting.	Both photos are in focus, clear, and uses depth of field appropriately to highlight the subject. The image is technically sound and visually balanced.	Both photos are exceptionally sharp and clear, with expert use of depth of field that enhances the subject and overall composition. The image demonstrates a high level of technical skill and visual impact.	/20
Lighting & Exposure	Boths photos show poor lighting or exposure control, with areas that are noticeably overexposed or underexposed. Lighting does not enhance the subject or mood and may distract from the overall image.	Both photos demonstrate adequate lighting and exposure control. The subject is well-lit, and the image avoids major exposure issues. Lighting contributes positively to the mood and clarity of the photo.	Both photos feature expertly controlled lighting and exposure, enhancing the subject and creating a compelling mood. The use of light is intentional and artistic, with no distracting exposure flaws.	/20

Vo6 Promotional Photography

Technical Scoring Rubric (Cont'd)

Composition	Both photos lack intentional composition. The subject may be poorly placed or framed, and there is little evidence of using compositional techniques to guide the viewer's eye or enhance the image.	Both photos demonstrate a clear understanding of basic composition principles. The subject is thoughtfully placed, and techniques like the rule of thirds or leading lines are used to create visual balance and focus.	Both photos showcase exceptional compositional skill. The arrangement within the frame is deliberate and creative, using advanced techniques to draw attention, create depth, and enhance storytelling through visual structure.	/20
Editing Skill & Effectiveness	The edited photo shows excessive or inappropriate editing that detracts from the image quality or authenticity. Manipulation is obvious or poorly executed, affecting the overall impact.	The edited photo includes minor, well-applied adjustments such as subtle burning, dodging, color correction, or cropping. Edits enhance the image without being distracting or altering the original intent.	The edited photo demonstrates expert-level editing with precise and tasteful adjustments. Manipulation is seamless and enhances the image's clarity, mood, and composition while maintaining authenticity.	/20
TOTAL TECHNICAL POINTS				/150

Vo6 Virtual Promotional Photography

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Delivery	Presentation lacks clarity and structure; communication is ineffective, with low engagement and limited topic understanding.	Presentation is organized and clear; communication is appropriate, with reasonable engagement and mostly accurate content.	Presentation is well-structured and engaging; the contestant communicates effectively, shows strong enthusiasm, and delivers accurate, insightful content.	/20
Lighting	Lighting is poorly executed; inconsistent exposure and ineffective technique result in a distracting or flat image.	Lighting suits the subject and scene, with well-controlled exposure and effective use of flash, studio, or natural light.	Lighting is intentional and effective, with expert exposure and techniques that enhance subject, mood, and impact.	/20
Camera Setting	Limited understanding of camera settings; choices appear random, leading to technical flaws like motion blur or poor exposure.	Basic understanding of settings; choices are mostly appropriate, with clear explanation of shutter speed, aperture, and ISO use.	Strong command of camera settings; intentional choices enhance the image, with clear links between technical decisions and creative outcomes.	/20
Audience Engagement	Contestant struggles to connect with the audience and does not clearly communicate the photo's theme. Delivery lacks energy, and the message is unclear or disconnected from the image.	Contestant maintains audience interest and communicates the photo's theme with clarity. Delivery is confident and appropriate, helping the audience understand the connection between the image and its message.	Contestant captivates the audience with dynamic and engaging delivery. The theme of the photo is communicated with clarity and impact, creating a strong emotional or intellectual connection between the image and the audience.	/20
Judges Questions	Responses lack clarity or depth; contestant shows limited understanding of content and choices.	Responses are clear and confident; contestant shows solid understanding of photo and choices.	Responses are clear, confident, and insightful; contestant explains technical and creative choices with depth.	/20
Timing	Setup lasted no more than three (3) minutes, and presentation lasted no more than seven (7) minutes.			/10
TOTAL PRESENTATION POINTS				/110

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

PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

VO7 Virtual Cybersecurity/Digital Forensics

Description & Eligibility

Contestants will demonstrate knowledge of computer security and cybersecurity management tasks in multiple computer and mobile platforms. This national event involves multiple rounds including judged components on-site at the National Leadership Conference. Awards will be presented at the National Leadership Conference. Any middle level, secondary or postsecondary contestant may enter this event. There are no restrictions on the number of entries per chapter or per state. Contestants who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic (*Top 20 contestants from Round 1 only*)

Follow the Money: Tracing Crime Through Cryptocurrency. Your task is to explore how investigators track illicit funds across blockchains when criminals think crypto makes them anonymous. Examples may include:

- How blockchain's public ledger becomes a permanent paper trail
- Tools and techniques like wallet clustering and chain analysis (e.g., Chainalysis)
- Real cases where crypto tracing cracked ransomware or dark web operations

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the "Conferences" tab and then select the "2027 National Virtual Events"
 - There will be a \$10 fee for each entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after contestant registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible

Contest Competencies

1. Identify and assess security threats, applying layered security tactics to prevent, detect, and respond to external attacks
2. Demonstrate knowledge of infrastructure security and organizational security principles to safeguard systems, data, and operations at both a technical and policy level
3. Apply cryptography, access control, and authentication techniques to protect data integrity, confidentiality, and system access
4. Harden Windows, Linux, and network devices and services by applying security best practices and configuration controls to reduce vulnerabilities
5. Demonstrate knowledge of TCP/IP, network defense fundamentals, and wireless technologies to secure and monitor network communications
6. Develop and implement security policies, conduct risk analysis, and configure router and access control lists to establish and enforce organizational security standards
7. Demonstrate knowledge of Internet security issues and biometrics as they apply to identity verification and web-based threat mitigation
8. Manage certificates and monitor security infrastructure to maintain compliance, ensure system integrity, and respond to emerging threats

Contest Specifications for this Event

- Round 1 will consist of contestants completing a 50-question objective test. Contestants will have no more than sixty (60) minutes to complete the objective test. Contestants must also complete the Capture the Flag activities as part of Round 1.
- The top 20 contestants from Round 1 will be invited to create a presentation on the provided topic. The presentation should make effective use of current multimedia technology (e.g., sound, movement, digital video, etc.)
- Advisors of qualifying contestants will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Contestants will be assigned to sections prior to the preliminary presentation
- The top contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase
- The presentation length three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered members and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Vo7 Virtual Cybersecurity/Digital Forensics

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Opening & Summary	The introduction is unclear or missing, and the summary lacks relevance or completeness.	The introduction sets the stage appropriately, and the summary covers the main points with adequate clarity.	The introduction is engaging and well-structured, and the summary provides a clear, insightful wrap-up that reinforces key findings.	/20
Stated Objectives	Objectives are vague, incomplete, or missing.	Objectives are stated clearly and align with the topic.	Objectives are precise, well-articulated, and demonstrate a strong understanding of the project's purpose.	/20
Use of Technical Language	Technical terms are misused, unexplained, or absent, leading to confusion.	Technical terms are used correctly and explained sufficiently to support understanding.	Technical terms are used accurately and effectively, with clear explanations that enhance communication and demonstrate depth of knowledge.	/20
Content Knowledge	Demonstrates limited understanding with inaccurate or irrelevant content.	Shows adequate understanding with mostly accurate and relevant content.	Demonstrates strong understanding with consistently accurate, detailed, and insightful content.	/20
Visual Design & Communication	Typography and graphics are distracting, inconsistent, or do not support the message.	Typography and graphics are appropriate and contribute to clear communication.	Typography and graphics are thoughtfully designed, enhancing both clarity and the progression of ideas.	/20
Data Visualization	Charts and graphs are missing, poorly constructed, or fail to support the content.	Charts and graphs are appropriate, accurate, and help clarify key points.	Charts and graphs are well-integrated, visually clear, and enhance understanding through effective data presentation.	/20
Verbal Delivery	Voice is unclear or monotone, and diction hinders understanding.	Voice is clear and appropriately paced, with generally effective diction.	Voice is confident and engaging, with precise diction that enhances clarity and professionalism.	/20
Presence & Engagement	Appears unsure or disengaged, with little to no eye contact or assertiveness.	Demonstrates adequate confidence and assertiveness, with consistent eye contact.	Shows strong presence with confident delivery, assertive communication, and engaging eye contact that supports audience connection.	/20

Vo7 Virtual Cybersecurity/Digital Forensics

Presentation Scoring Rubric (Cont'd)

Evaluation Criteria	Below Expectations 0-13 points	Meets Expectations 14-27 points	Above Expectations 28-40 points	Points Awarded
Theme Development	The theme is unclear or inconsistently developed, lacking focus or connection.	The theme is clearly stated and developed with logical progression and relevant support.	The theme is thoroughly developed with strong coherence, depth, and consistent alignment to the topic.	/40
Judges Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/40
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than seven (7) minutes.			/10
TOTAL PRESENTATION POINTS				/250

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

PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

Vo8 Virtual Start-Up Enterprise Team

Description & Eligibility

Teams will develop an operating plan and organizational structure to launch and scale an enterprise-level business. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register teams for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after the team registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission
- Teams are to assume they are presenting their products/services to potential buyers. The event may be repeated but previously used business plans may *not* be submitted

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Business Plan 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	Vo8-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate understanding of enterprise development and organizational scaling
2. Communicate and present research persuasively, both orally and in writing
3. Identify and leverage internal/external resources for growth
4. Develop a comprehensive, scalable business plan (operations and long-term strategy)
5. Analyze target markets and develop a customer acquisition/retention strategy
6. Apply strategic pricing and analyze financials (revenue, capital, ROI)
7. Design an organizational structure for delegation, leadership, and efficiency

Contest Specifications for this Event

- The Business Plan must reflect a new business for team’s community or local area, *not* an expansion of a current business, subsidiary business, or franchise. If a contestant repeats this event, he/she may *not* submit any previously used business plan.
- Information in the Business Plan must be authentic; however, the team may choose to use a fictitious address and telephone number.
- Entries outlining the purchase of a franchise do *not* satisfy the topic and are subject to *disqualification*.

- The Business Plan, including the Title Page, Table of Contents, and Works Cited must be formatted according to the *BPA Style & Reference Manual*.
- The Business Plan must not exceed ten (10) pages single-sided and must follow the Business Plan format (Sections I-VIII) in the *Style & Reference Manual*. All other documentation is not considered to be part of the ten (10) single-sided pages. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.
- Submit all project documents including the Business Plan, Works Cited, and BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Vo8 Virtual Start-up Enterprise Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
Business Plan did <i>not</i> exceed ten (10) pages single-sided. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing Business Plan, Works Cited (formatted according to the <i>Style & Reference Manual</i>), BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Executive Summary	Lacks detail, unclear, fails to engage.	Provides a clear overview but lacks engagement.	Compelling, detailed, thoroughly engages.	/30
Description of Proposed Business	Vague, lacks clarity, fails to intrigue.	Adequate description that generates interest.	Thorough, intriguing, captivates interest.	/30
Objectives of Business	Unclear or missing Mission and Vision.	Clear Mission and Vision with adequate objectives.	Clear, inspiring Mission and Vision.	/30
Proposed Business Strategies	Vague, unrealistic strategies.	Realistic short-term and long-range plans.	Well-structured, innovative, achievable.	/30
Product(s) and/or Service(s)	Unclear, lacks detail, fails to differentiate.	Adequate description with some unique aspects.	Detailed, compelling, highlights advantages.	/30
Management and Ownership of the Business	Unclear, incomplete organizational chart and roles.	Clear organizational chart with adequately described roles.	Comprehensive organizational chart with detailed roles.	/30
Marketing Analysis	Poorly defined target market, unclear edge.	Clearly defines target market and competitive edge.	In-depth analysis, strong edge, justified pricing.	/30
Evaluation Criteria	Below Expectations 0-13 points	Meets Expectations 14-27 points	Above Expectations 28-40 points	Points Awarded
Financial Analysis	Incomplete, unrealistic financial information.	Provides adequate financial details, including a basic balance sheet.	Comprehensive, realistic, detailed balance sheet.	/40
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Overall Appearance, Conciseness, and Completeness	Plan is disorganized, wordy, or missing sections.	Plan is well-organized, concise, and complete.	Plan is exceptionally well-organized, concise, and complete.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
TOTAL TECHNICAL POINTS				/300

Vo8 Virtual Start-up Enterprise Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence and structure, making it unclear and difficult to follow. Transitions between points are awkward or absent.	Presentation content has some gaps, making it not always clear and somewhat difficult to follow. Transitions between points are choppy.	Presentation content flows adequately, with a mostly clear structure and smooth transitions between points.	/15
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/105

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Vo9 Virtual Financial Portfolio Management Team

Description & Eligibility

Teams will enter an investment simulation using an online platform provided by a BPA partner. The simulation will provide the students with \$100,000 initially, to be used to invest in stocks, mutual funds, and/or bonds. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic (*Top 20 contestants from Round 1 only*)

You have just accepted a job as a financial advisor with a major brokerage firm. On your first day at work, a 19-year-old walks in and says he just inherited \$100,000. He just started college and needs to invest \$60,000 conservatively over the next 4 years so he can pay for college, but he wants to make as much money as he can on the other \$40k over the next 5 years so he can buy a car and maybe a down payment on a house a year or two after graduates from college. What will you suggest to him?

The initial \$100,000 MUST be used to purchase the following:

- Students must purchase at least \$8,000-\$10,000 of shares in at least 5 different stocks each in a different industry (i.e., diversify!)by 3:59 pm ET on Friday, December 19, 2026, and hold at least 5 of these original stocks for the entire time of the stock market simulation
- Two of these five stocks must have a dividend yield greater than 3%
- Teams MUST purchase and hold \$10,000 in mutual funds by 3:59 pm ET on Friday, December 19, 2026, and hold at least \$10,000 in a mutual fund for the entire time of the stock market simulation
 - Teams who advance to round two presentations should be prepared to explain why they picked the stocks that they did
- Teams may use the remaining \$40,000 to purchase (no shorting) additional stocks, ETFs or mutual funds.
- All stocks must have a minimum price of \$10 per share
- Teams may buy and sell these stocks as they wish, with each transaction subject to a \$10 commission fee which will be subtracted their cash balance
- Teams can buy any investment allowed through the NYSE and NASDAQ markets, including stocks, mutual funds, and bonds
- Teams will be limited on any one investment to 10% of their portfolio
- Teams will be allowed to buy on margin up to 100% of their cash balance. Any loan will be charged 8% interest
- Teams will receive 3% interest on any cash balance maintained
- Teams MUST make a minimum of six purchases by December 19th to be eligible for placement.
- If you qualify for a presentation, you must clearly state the 5 stocks and 1 mutual fund that you purchased and held, the performance and industry of each, and why you chose those 6 securities

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register teams for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the "Conferences" tab and then select the "2027 National Virtual Events"
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible

Contest Competencies

1. Research and analyze various investment options, evaluating cash and asset allocation strategies to maximize return within given restrictions
2. Calculate investment amounts and return on investments, applying relevant formulas and financial concepts to assess performance and value
3. Manage an online investment fund, applying real-world decision-making to monitor and adjust holdings over time
4. Determine the timing of buying and selling investments by interpreting market trends, economic indicators, and relevant financial factors
5. Prepare investment reports using spreadsheet software to organize, calculate, and present financial data in a clear and professional format
6. Develop and deliver a presentation of investment strategies, communicating findings, rationale, and recommendations to a professional audience

Contest Specifications for this Event

- All registered teams will participate in a virtual stock market challenge. Tutorials and login credentials will be emailed to registered teams by early December 2026.
- The top twenty (20) teams, in terms of portfolio value, will be invited to design a computer-generated multimedia presentation on their strategies for success and challenges faced. The presentation should make effective use of current multimedia technology (e.g., sound, movement, digital video, etc.).
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Teams with the highest cumulative presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

This event is sponsored by:



VO9 Virtual Financial Portfolio Investment Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Opening & Summary	Introduction is unclear or missing, and the summary lacks relevance or completeness.	Introduction sets the stage; summary clearly covers main points.	Introduction is engaging; summary clearly reinforces key insights.	/20
Investment Strategy	The strategy is vague, lacks coherence, or does not align with the portfolio’s goals.	The strategy is clearly stated, logically structured, and appropriately supports the portfolio’s objectives.	Strategy is well-justified and shows strong grasp of investment principles and goals.	/20
Technical Language	Technical terms are misused, overused, or lack clear explanation, making the content difficult to follow.	Technical terms are used appropriately and are explained well enough for general understanding.	Technical terms are used precisely and effectively, with clear, insightful explanations that enhance understanding.	/20
Financial Understanding	The strategy and research show limited financial understanding, with weak or unsupported analysis.	The strategy and research demonstrate sound financial knowledge and are reasonably supported by relevant analysis.	The strategy and research reflect strong financial expertise, with thorough, well-supported analysis and clear insight.	/20
Visual Design	Visual elements are distracting, inconsistent, or poorly integrated, reducing clarity and impact.	Typography and graphics are appropriately used and contribute to a clear, professional presentation.	Visual elements are polished, well-balanced, and enhance the message with strong visual appeal and clarity.	/20
Presentation Delivery	Delivery lacks clarity or confidence, with poor diction, limited eye contact, or distracting vocal qualities.	Delivery is clear and professional, with appropriate diction, steady eye contact, and confident voice.	Delivery is polished and engaging, with strong vocal presence, precise diction, and consistent, natural eye contact.	/20
Judges’ Questions	Responses lack depth; presenter shows limited understanding of topic.	Responses lack detail or clarity; understanding is partial.	Responses are confident, detailed, and insightful.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/155

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

V10 Virtual Branding Team

Description & Eligibility

Teams will develop promotional designs based on the provided topic. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

A startup media company, *NewStream Media*, is launching a brand-new digital streaming channel designed to deliver short-form, high-impact content for Gen Z and young adult audiences (ages 14-24).

The platform will feature original programming in the areas of:

- Entertainment
- Educational mini-series
- Esports & gaming
- Creative arts
- Career exploration

NewStream Media has hired your Virtual Branding Team to develop a complete brand identity and multimedia promotional campaign that will successfully introduce the channel to the market, establish a strong brand presence, and attract subscribers across multiple digital platforms.

Deliverables:

- Channel logo
- Motion intro
- 30-second video trailer
- Content for one social media post for each of the following: (1) YouTube, (2) Instagram, (3) TikTok

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register teams for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$20 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
One pdf with clickable URL to Project Files: 1. Channel Logo 2. Motion Intro 3. 30-second Video Trailer 4. Social media posts (All 3) 5. Works Cited 6. BPA Release Form(s) 7. AI Usage and Documentation Form	V10-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate knowledge of transitions, audio and video editing techniques, and the proper placement of titles and visual effects to produce a polished, professional final product
2. Demonstrate teamwork skills required to collaborate effectively in a professional business and virtual branding environment
3. Develop and implement a cohesive cross-medium promotional strategy, integrating interconnected design plans across multiple platforms and formats
4. Demonstrate awareness of target audience requirements and accessibility standards to ensure content is inclusive, relevant, and appropriately tailored
5. Apply principles of design, layout, and typography across print, digital, and multi-screen environments to produce effective, visually consistent business and media publications
6. Demonstrate effective persuasive and informative communication and presentation skills to convey creative and strategic decisions to a professional audience

Contest Specifications for this Event

- Submit the URL to the final Project Files including Channel Logo, Motion Intro, Video Trailer, and Social Media posts, along with the Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered members and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.



V10 Virtual Branding Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing URL link to the Channel Logo, Motion Intro, 30-second video trailer, Social Media posts, Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Content Quality	The content is unclear, lacks coherence, contains inaccuracies, or is too shallow or unfocused to support the message.	The content is clear, mostly accurate, relevant, and demonstrates adequate depth and organization.	The content is well-structured, highly accurate, relevant, and reflects strong depth and breadth of understanding.	/20
Technical Execution	Execution is inconsistent or disorganized, with limited use of appropriate tools and weak technical proficiency.	Execution is competent and organized, with appropriate use of tools and solid technical skills.	Execution is highly proficient, well-structured, and demonstrates expert use of tools and resources to enhance the presentation.	/20
Creativity & Originality	The content lacks originality, relies heavily on conventional ideas, and shows minimal creative effort.	The content includes some original ideas and demonstrates a thoughtful, creative approach.	The content is highly original, innovative, and showcases distinctive thinking and a fresh, engaging perspective.	/20
Audience Impact	The presentation lacks engagement, fails to resonate with the audience, and shows minimal persuasive impact.	The presentation is engaging and relevant, with a reasonable ability to persuade and connect with the audience.	The presentation is captivating, highly persuasive, and powerfully resonates with the target audience, inspiring interest or action.	/20
Technology Integration	Technology use is minimal, outdated, or poorly implemented, leading to a disjointed or ineffective experience.	Technology is appropriately integrated, functional, and contributes positively to the presentation.	Technology is seamlessly embedded, utilizes cutting-edge tools, and creates engaging, intuitive user experience.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
30-Second Video Trailer	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Creativity of Concept	The concept lacks originality or fails to engage the viewer with a clear or compelling idea.	The concept is creative and effectively communicates the intended message in a clear and engaging way.	The concept is highly original, memorable, and demonstrates exceptional creativity in delivering the message.	/20

V10 Virtual Branding Team
Technical Scoring Rubric (Cont'd)

Clarity of Messaging for Target Audience	The message is unclear or poorly aligned with the intended audience, making it difficult to understand or connect with.	The message is clear and appropriately tailored to the target audience, effectively conveying the intended idea.	The message is exceptionally clear, compelling, and precisely crafted to resonate with the target audience.	/20
Cross-Platform Launch Graphics	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Visual Appeal	The design lacks cohesion or aesthetic quality, making it visually unengaging or distracting.	The design is visually appealing, well-organized, and enhances the message without overpowering it.	The design is striking, polished, and creatively enhances the message with strong visual impact.	/20
Graphic Effectiveness	Graphics do not clearly support the message or lack impact, making the content feel disconnected or ineffective.	Graphics effectively support and enhance the message, with appropriate use of motion and static elements.	Graphics are highly effective, seamlessly integrated, and elevate the message through creative and purposeful design.	/20
Branding Consistency	Brand elements are used inconsistently, weakening the overall identity and message.	Brand elements are consistently applied, maintaining a cohesive and recognizable identity.	Branding is flawlessly consistent and reinforces a strong, unified identity across all visuals.	/20
Channel Logo	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Visual Appeal	The design lacks cohesion or aesthetic quality, making it visually unengaging or distracting.	The design is visually appealing, well-organized, and enhances the message without overpowering it.	The design is striking, polished, and creatively enhances the message with strong visual impact.	/20
Graphic Effectiveness	Graphic does not clearly support the message or lack impact, making the content feel disconnected or ineffective.	Graphic effectively supports and enhances the message, with appropriate use of motion and static elements.	Graphic is highly effective, seamlessly integrated, and elevate the message through creative and purposeful design.	/20
Motion Intro	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Creativity of Concept	The concept lacks originality or fails to engage the viewer with a clear or compelling idea.	The concept is creative and effectively communicates the intended message in a clear and engaging way.	The concept is highly original, memorable, and demonstrates exceptional creativity in delivering the message.	/20
Clarity of Messaging for Target Audience	The message is unclear or poorly aligned with the intended audience, making it difficult to understand or connect with.	The message is clear and appropriately tailored to the target audience, effectively conveying the intended idea.	The message is exceptionally clear, compelling, and precisely crafted to resonate with the target audience.	/20
TOTAL TECHNICAL POINTS				/310

V10 Virtual Branding Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Presentation	Team struggles with communication, organization, or topic understanding, making the presentation unclear or disengaging.	Team communicates clearly, stays organized, and demonstrates solid understanding of the topic.	Team excels in delivery, presents with clarity and enthusiasm, and shows deep understanding of the topic.	/20
Explanation of Project Phases	Explanation of pre-production, production, and post-production is unclear or incomplete.	Clearly explains each phase of the project with relevant details.	Thoroughly explains all phases with insight and strong connection to project goals.	/20
Technology & Software Use	Tools and software used are not clearly identified or explained.	Provides a clear explanation of the technology and software used in the project.	Offers detailed and thoughtful explanation of tools, showing strong understanding.	/20
Team Roles	Roles of team members are vague or missing, with little connection to project outcomes.	Clearly explains the roles and contributions of each team member.	Provides a comprehensive and engaging explanation of team roles and collaboration.	/20
Structure & Flow of Presentation	Presentation lacks organization and is difficult to follow.	Presentation is well organized and flows logically.	Presentation is highly engaging, with excellent structure and smooth transitions.	/20
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/135

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

V11 Virtual 2D Animation Team

Description & Eligibility

Teams will create a 2D computer animation, at least (1:30) and not exceed (2:30) minutes, based upon the provided topic. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below, do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Create a 1:30 - 2:30 minute 2D Animated story of an object or character that becomes lost and ultimately finds its way back and was changed by the journey.

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”.
 - There will be a \$20 fee for each team entry (*invoiced during event registration*).
 - Event registration can be purchased with your original invoice or with a new invoice after member registration.
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026.
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible.
 - Only the team captain should complete the submission.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to 2D Animation 2. Storyboard 3. Concept Art/Prototype 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	V11-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate proficiency in industry-standard editing software applications to execute all phases of the 2-dimensional animation production process
2. Develop and sequence animation within a storyboard to communicate a clear and intentional visual narrative
3. Apply color theory, artistic effects, textures, and special effects to enhance the visual quality and creative impact of animated content
4. Demonstrate knowledge of transitions, audio, lighting effects, and the proper placement of titles and visual effects to produce a polished, professional final product
5. Demonstrate an understanding of audience analysis by designing and delivering a final animated product that effectively communicates to a defined target audience

Contest Specifications for this Event

- The team must create a 2D animation utilizing audio, text, video, and graphics.
- The team will research the topic using available references, time era and trends to develop a storyboard outlining the team's planned animation.
- Submit the URL to 2D Animation, Storyboard, Concept Art/Prototype, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027. No changes can be made to the project after the date of submission.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.



V11 Virtual 2D Animation Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
Team used 2D Animation Software.				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing URL to 2D Animation, Storyboard, Concept Art/Prototype Works Cited according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Complexity & Craftsmanship	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Asset Creation	Assets are mostly pre-made with little effort to customize or create original content.	Assets include a mix of original and pre-made elements, showing thoughtful integration.	Assets are primarily original and demonstrate creativity and effort in design.	/20
Attention to Animation Detail	Animation techniques lack precision or refinement, with noticeable errors or inconsistencies.	Animation shows attention to detail and uses techniques effectively.	Animation is highly refined, with exceptional attention to detail and technique.	/20
Technical Execution	Camera angles, timing, transitions, and techniques are poorly executed or misaligned with project goals.	Technical elements support the project objectives and are competently applied.	Camera work, timing, and transitions are expertly executed and enhance the project's impact.	/20
Animation	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Squash and Stretch	Movement lacks elasticity or realism; no clear illusion of weight or volume.	Movement shows basic squash and stretch to enhance realism.	Movement uses squash and stretch expertly to convey weight, volume, and impact.	/20
Anticipation	Actions occur abruptly with little or no preparation for major movements.	Movements include clear anticipation that prepares the viewer for key actions.	Anticipation is used effectively and creatively to enhance timing and viewer engagement.	/20
Staging	Actions are unclear or confusing, failing to communicate mood or intent.	Actions are clearly staged and communicate the intended mood or idea.	Staging is highly effective, enhancing clarity, emotion, and storytelling.	/20
Slow-In and Slow-Out	Movements are mechanical or unnatural, lacking smooth transitions.	Movements use slow-in and slow-out techniques to simulate natural motion.	Movements are fluid and lifelike, with expertly applied slow-in and slow-out.	/20
Secondary Actions	Animation lacks supporting details or dimension; secondary actions are missing or distracting.	Secondary actions are present and enhance the main movement.	Secondary actions are thoughtfully integrated, adding depth and realism to the animation.	/20

V11 Virtual 2D Animation Team
Technical Scoring Rubric (Cont'd)

Composition	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Execution of Plan	Concept art and storyboard are unclear or disconnected from project objectives; planning lacks cohesion and detail.	Concept art and storyboard clearly support project objectives with a cohesive plan.	Concept art and storyboard are highly intentional, detailed, and creatively aligned with project goals.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
Creativity	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Originality	Animation lacks originality and relies heavily on familiar or reused ideas.	Animation includes original elements and shows creative thinking.	Animation is highly original, expressive, and showcases fresh, innovative ideas.	/20
Impact & Purpose	Animation fails to engage or fulfill its intended purpose.	Animation is memorable and effectively fulfills its objectives.	Animation is highly engaging, entertaining, and leaves a lasting impression.	/20
Lighting Use	Lighting is inconsistent or ineffective in supporting the animation.	Lighting is used appropriately to enhance the animation.	Lighting is used creatively and effectively to elevate the visual storytelling.	/20
Audio Quality & Sync	Audio is unclear or poorly synchronized, disrupting the animation experience.	Audio is clear and well-synchronized with the animation.	Audio is crisp, perfectly timed, and enhances the overall experience seamlessly.	/20
Transitions	Transitions are abrupt or distracting, affecting the flow of the animation.	Transitions are smooth and support the animation's flow.	Transitions are expertly crafted, enhancing the pacing and visual continuity.	/20
Final animation made effective use of time and was within the contest time limit of 1:30 to 2:30 minutes in length.				/20
TOTAL TECHNICAL POINTS				/330

V11 2D Animation Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Delivery & Stage Presence	Team lacks confidence or clarity; minimal eye contact, monotone voice, or poor engagement.	Team communicates clearly with good eye contact, voice inflection, and engagement.	Team is highly confident, expressive, and fully engages the audience throughout.	/20
Explanation of Development & Design	Development and design process is unclear or lacks connection to project goals.	Clearly explains pre-production, design choices, and target audience.	Thoroughly explains and connects all phases of development to project objectives.	/20
Technology & Techniques	Use of technology and techniques is vague or poorly explained.	Explains the use of software, tools, and techniques effectively.	Provides detailed, insightful explanation of innovative tools and techniques used.	/20
Media Elements & Assets	Media elements or assets are not clearly explained or connected to the project.	Explains how media elements and assets were used and developed.	Offers a comprehensive and engaging explanation of asset creation and integration.	/20
Team Roles	Roles of team members are unclear or not well defined.	Clearly explains each team member's role and contribution.	Provides a thoughtful and detailed explanation of team collaboration and responsibilities.	/20
Oral Presentation Quality/Style & Effectiveness	Presentation style is unclear, monotonous, or ineffective in delivering the message.	Presentation style is clear, engaging, and effectively communicates the message.	Presentation style is polished, dynamic, and powerfully enhances audience understanding and engagement.	/20
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/155

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

PRESENTATION WILL BE STOPPED AT TEN(10) MINUTES

Description & Eligibility

Teams will develop a social media marketing campaign, following the guidelines outlined in the *Style & Reference Manual*, that details pricing strategies and promotional plans for a business. This national event will be submitted and judged virtually. Any middle level, secondary or postsecondary contestant may enter this event. A team will consist of 2-4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below, do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Game Day Every Day— Building a Fan Community for a Minor League Sports Team. The Riverside Rockets, a fictitious minor league baseball team, is struggling with low attendance and limited community awareness in its market. The team's new ownership group wants to completely reimagine their social media presence to drive ticket sales, build a loyal local fan base, and attract sponsorships.

Task

Your consulting firm has been retained to develop and present a comprehensive social media marketing campaign for the Riverside Rockets. Your campaign must include a community engagement strategy, a content calendar concept across at least two platforms, a sponsorship promotion plan, geo-targeted advertising recommendations, a detailed campaign budget with ROI estimates, and measurable success metrics tied to ticket sales and attendance growth.

Competition Notes

- Contest Registration
 - Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”.
 - There will be a \$20 fee for each team entry (*invoiced during event registration*).
 - Event registration can be purchased with your original invoice or with a new invoice after member registration.
 - The registration deadline is no later than 11:59 p.m. Eastern Time on December 1, 2026.
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible.
 - Only the team captain should complete the submission.

Qualifying teams will have the opportunity to take the Meta Certified Digital Marketing Associate certification through Pearson. The certification will be delivered virtually within a testing window to be announced at a later date. Additional information will be provided after registration.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Submit the following in one combined PDF: - Social Media Marketing Plan - Works Cited - BPA Release Form(s) - AI Usage and Documentation Form	V12-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

This event is
endorsed by



Contest Competencies

1. Develop a comprehensive written social media marketing campaign that integrates strategy, content planning, and measurable goals aligned to business objectives
2. Demonstrate effective oral and written communication skills, including the ability to present research, information, and persuasive content in a clear and professional manner
3. Identify and utilize internal and external resources to support campaign planning, content development, and marketing execution
4. Identify and analyze the target customer base – including consumer buyer personas, organizational markets, and demographics – and demonstrate how content strategy is informed by and aligned to audience needs
5. Develop and execute effective content creation strategies across relevant social media platforms, ensuring consistency, engagement, and alignment with campaign goals
6. Utilize fixed financial resources strategically within a marketing environment to maximize campaign reach and impact
7. Demonstrate an understanding of how digital marketing influences and responds to shifts in consumer demographics and behavior
8. Demonstrate the teamwork skills required to collaborate effectively and perform at a high level in a professional, world-class workforce environment

Contest Specifications for this Event

- The social media marketing campaign must *not* exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited) and must follow the Social Media Marketing Campaign format in the *Style & Reference Manual*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.
- Supporting documentation (research, charts, brochures, etc.) is not included in the marketing plan but should be shared during the presentation.
- Submit the Social Media Marketing Campaign, the Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027. No changes can be made to the project after the date of submission.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered members and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

V12 Virtual Social Media Marketing Campaign Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the Social Media Campaign, Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Executive Summary	Lacks clarity or key campaign details.	Clearly summarizes the campaign purpose and scope.	Provides a compelling and strategic overview of the campaign.	/20
Event/Product/Service Description	Vague or incomplete description.	Adequately describes the event, product, or service.	Offers a vivid and engaging description that enhances understanding.	/20
Marketing Objectives	Objectives are unclear or not measurable.	Objectives are specific and measurable.	Objectives are strategic, measurable, and aligned with campaign goals.	/20
Creative Content	Content lacks originality or relevance.	Content is creative and appropriate for the target audience.	Content is highly engaging, original, and tailored to the audience.	/20
Content Strategy	Strategy is disorganized or lacks coherence.	Strategy is clear and supports campaign goals.	Strategy is innovative, cohesive, and well-integrated across platforms.	/20
Campaign Budget	Budget is unrealistic or missing key elements.	Budget is complete and appropriate for the campaign.	Budget is detailed, realistic, and strategically allocated.	/20
Methods of Measuring Success	Metrics are vague or missing.	Success metrics are defined and relevant.	Metrics are comprehensive, actionable, and aligned with objectives.	/20
Overall Appearance	Document is cluttered or visually unappealing.	Document is neat and professionally presented.	Document is visually polished and enhances readability and engagement.	/20
TOTAL TECHNICAL POINTS				/170

V12 Virtual Social Media Marketing Campaign Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Delivery & Stage Presence	Team lacks confidence or clarity; minimal eye contact, monotone voice, or poor engagement.	Team communicates clearly with good eye contact, voice inflection, and engagement.	Team is highly confident, expressive, and fully engages the audience throughout.	/20
Explanation of Development & Design	Development and design process is unclear or lacks connection to project goals.	Clearly explains pre-production, design choices, and target audience.	Thoroughly explains and connects all phases of development to project objectives.	/20
Technology & Techniques	Use of technology and techniques is vague or poorly explained.	Explains the use of software, tools, and techniques effectively.	Provides detailed, insightful explanation of innovative tools and techniques used.	/20
Media Elements & Assets	Media elements or assets are not clearly explained or connected to the project.	Explains how media elements and assets were used and developed.	Offers a comprehensive and engaging explanation of asset creation and integration.	/20
Team Roles	Roles of team members are unclear or not well defined.	Clearly explains each team member's role and contribution.	Provides a thoughtful and detailed explanation of team collaboration and responsibilities.	/20
Oral Presentation Quality/Style & Effectiveness	Presentation style is unclear, monotonous, or ineffective in delivering the message.	Presentation style is clear, engaging, and effectively communicates the message.	Presentation style is polished, dynamic, and powerfully enhances audience understanding and engagement.	/20
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/155

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

V13 Virtual Esports Team

Description and Eligibility

Teams will research and develop strategies to effectively compete in a virtual esports competition. Competing teams will submit a research paper on the provided esports topic, participate in an esports tournament, and deliver a presentation highlighting the strategies employed and lessons learned. This national event will be submitted and judged virtually. Any middle level, secondary, or postsecondary contestant may enter this event. A team will consist of 2–4 contestants, depending on the division. There are no restrictions on the number of entries per chapter or per state. Teams that do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

The Business of Producing Esports Events. Esports tournaments range from local competitions to international championships with millions of viewers. In a research paper of no more than three pages (double-spaced), examine the business operations involved in planning, marketing, and managing esports events.

Research Areas:

- Event planning and logistics
- Sponsorship acquisition and revenue generation
- Broadcasting and live-stream production
- Risk management and cybersecurity considerations
- Career opportunities in event operations and production

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$50 fee for each team entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission
- All teams will play Fortnite and must have a minimum of three (3) contestants. Teams may have a maximum of four contestants; not all contestants of the team are required to play during the game play round

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit the following in one combined PDF: 1. Research paper 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	V13-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Analyze esports scenarios, gameplay data, and game characteristics to troubleshoot strategies, develop visualizations, and refine and execute strategic plans for effective competitive gameplay
2. Define and analyze how individual player personalities, play styles, and roles—including patterns observed in professional players—contribute to team dynamics and improve overall competitive performance
3. Create and communicate short- and long-term individual and team goals, incorporating time-management strategies that balance esports, academics, and personal responsibilities
4. Demonstrate effective technical reading, writing, and verbal/non-verbal communication skills to support collaboration, research, and professional presentation
5. Demonstrate healthy gaming concepts and strategies in local and virtual environments, promoting physical, mental, and social well-being in competitive settings
6. Demonstrate knowledge of intellectual property laws, legal responsibilities, and ethical standards in esports and gaming—including copyright, trademarks, DMCA, and patents—and evaluate how esports technology and social media have influenced culture, consumer behavior, and industry growth

Contest Specifications for this Event

- The research paper must *not* exceed three (3) pages single-sided (excluding Works Cited). Follow the Report format in the *Style & Reference Manual* (no Title Page required). The header on the first page should include: Contestant ID Number (Sender's ID Number - XXXXXXXX), Edna Renick (Recipient's Name), Administrative Support Department (Recipient's Department), and Current Date. In-text citations are required throughout the paper.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- Submit the final Project Files including the research paper, the Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of presentation portion: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered members and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

V13 Virtual Esports Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
Research Paper did not exceed three (3) pages single-sided (excluding Works Cited).				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the Research Paper, Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Introduction/Summary	Lacks clarity or fails to present key points.	Provides a clear and logical overview with supporting evidence.	Delivery of a compelling and well-supported summary that enhances understanding.	/20
Comprehension of Topic	Shows limited understanding or misinterprets key concepts.	Demonstrates solid understanding of the topic.	Shows deep insight and mastery of the subject matter.	/20
Organization & Expansion of Ideas	Ideas are disorganized or lack development.	Ideas are logically structured and supported with evidence.	Ideas are well-developed, insightful, and supported with strong analysis.	/20
Creativity	Lacks originality or relies on limited sources.	Demonstrates creativity with diverse and relevant resources.	Presents a unique and innovative perspective with rich, varied sources.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
TOTAL TECHNICAL POINTS				/110

V13 Virtual Esports Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Opening & Summary	The introduction is unclear or missing, and the summary lacks relevance or completeness.	The introduction sets the stage appropriately, and the summary covers the main points with adequate clarity.	The introduction is engaging and well-structured, and the summary provides a clear, insightful wrap-up that reinforces key findings.	/20
Content of Presentation	Content is unclear, lacks relevance or depth.	Content is clear, relevant, and adequately developed.	Content is insightful, well-developed, and strongly supports the presentation goals.	/20
Presentation Effectiveness	Delivery is distracting or lacks flow and engagement.	Delivery is smooth with good voice projection, transitions, and presence.	Delivery is polished, engaging, and enhances the impact of the presentation.	/20
Judges Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/95

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

PRESENTATION WILL BE STOPPED AT 10 MINUTES

V14 VIRTUAL ETHICAL LEADERSHIP AND DECISION-MAKING TEAM

Description & Eligibility

Teams will research and evaluate an ethical challenge, developing informed, solutions-focused responses to a provided case study. Competing teams will submit a research paper, complete an objective test, and deliver a presentation highlighting proposed solutions to the ethical challenge and lessons learned. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference. Any middle level, secondary, or postsecondary contestant may enter this event. A team will consist of 2–4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams that do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Student Athlete Offered Money to Promote a Product She Doesn't Use. Devon is a junior distance runner with a growing following online, mostly other high school athletes who watch her training videos and race breakdowns. She is careful about what she posts and proud that people trust her.

A recovery drink company reaches out with an offer: four thousand dollars (\$4,000) for six posts across the season. The money would cover her club fees, travel to two out-of-state meets, and a chunk of what her family has been putting on a credit card.

Devon tries the drink. She does not like it, and more importantly, she does not think it does anything. She already uses a cheaper product that works fine for her.

The company's contract does not require her to say she uses the drink daily. It requires six posts featuring the product, tagged and disclosed as sponsored. Everything about it is legal and above board.

Devon's coach says every athlete she knows takes these deals, and that a sponsorship post is understood by everyone to be an advertisement, not a personal recommendation. Her teammate points out that Devon's audience is mostly other teenagers who look up to her and might buy something they cannot really afford because Devon appeared to endorse it.

Devon's mother has not said much, except that the credit card balance is real.

The company needs an answer by Friday.

Consider the following:

- Should Devon accept the offer?
- Does a sponsorship disclosure fully solve the honesty problem, or only part of it?
- Does it change your answer that her audience is mostly teenagers?
- Is there a version of this deal Devon could accept in good conscience?

Competition Notes

- AI Policy Level 2 *Permitted with Citation*
- Contest Registration
 - Advisors register contestants for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”.
 - There will be a \$20 fee for each team entry (*invoiced during event registration*).
 - Event registration can be purchased with your original invoice or with a new invoice after contestants’ registration.
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026.

- Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible.
- Only the team captain should complete the submission.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Submit the following in one combined PDF: 1. Research Paper 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	V14-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate integrity and accountability by adhering consistently to ethical principles, acting with honesty and fairness, and taking responsibility for the decisions and consequences that result from those actions
2. Apply transparent communication practices by clearly articulating the rationale behind decisions, developing and conveying an ethical vision, and ensuring stakeholders are informed and aligned
3. Demonstrate empathy by considering the perspectives, feelings, and needs of others in the decision-making process, treating all individuals with compassion and respect
4. Apply objectivity by grounding decisions in facts, evidence, and rational analysis, actively avoiding personal bias, favoritism, and self-interest
5. Demonstrate courage by making and defending difficult decisions that uphold ethical principles, even in the face of opposition, pressure, or potential negative consequences
6. Promote collaboration and inclusion by engaging stakeholders, seeking diverse perspectives, and fostering a participatory decision-making process that leads to fair and well-informed outcomes
7. Demonstrate adaptability and a commitment to continuous learning by remaining open to new information, feedback, and emerging ethical trends, and adjusting decisions when necessary to uphold ethical standards
8. Demonstrate ethical awareness by recognizing when a decision carries ethical weight, identifying concerns embedded in problems framed as technical, operational, or financial, and surfacing them before they become consequential
9. Apply legal and regulatory literacy by identifying the laws, disclosure requirements, and professional standards relevant to a decision, and by complying with their intent rather than only their letter
10. Apply stakeholder and consequence analysis by identifying all parties affected by a decision, including those absent from it, and by evaluating both immediate and long-term impacts.

Contest Specifications for this Event

- Teams should visit www.bpa.org/member-gateway/learnbpa and open the Principles of Ethics and Leadership course for event preparation.
- All teams will submit a research paper on the proposed case study and complete a 50-question objective test. The technical rubric and average team score will be used to determine the top 20 teams to advance to round two.
- The top 20 teams advancing to round two will receive a case study twist and give a presentation on the proposed solution to the twist, and lessons learned, to a panel of judges.
- The top 10 teams (combined technical, objective average team score, and presentation score) will be invited to the National Leadership Conference.
- The research paper must *not* exceed three (3) pages single-sided (excluding Works Cited). Follow the Report format located in the *Style & Reference Manual*. (Note: no Title Page is required.) Header information on the first page of the report should be as follows: Contestant ID Number (Sender's ID Number - XXXXXXXX), Julie Smith (Recipient's Name), Human Resources Department (Recipient's Department), and Current Date. Any report submitted beyond the maximum number of pages will be *disqualified*. In-text citations are required throughout the paper.

- Submit the URL to the final Project Files including the research paper, the Works Cited and BPA Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027.
- Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of presentation: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered members and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

V14 Virtual Ethical Leadership and Decision-Making Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
Research Paper did not exceed three (3) pages single-sided (excluding Works Cited).				☐ Y ☐ N
If answered no to any question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing the Research Paper, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Introduction/Summary	Lacks clarity or fails to present key ethical issues.	Clearly summarizes the issue with logical analysis and supporting evidence.	Provides a compelling, well-supported summary that frames the ethical challenge.	/20
Comprehension of Topic	Shows limited understanding or misinterprets ethical concepts.	Demonstrates solid understanding of ethical principles and context.	Shows deep insight and thoughtful engagement with the ethical topic.	/20
Organization & Expansion of Ideas	Ideas are disorganized or lack development.	Ideas are logically structured and supported with relevant evidence.	Ideas are well-developed, insightful, and supported with strong ethical reasoning.	/20
Creativity	Lacks originality or relies on limited perspectives.	Demonstrates creativity with diverse and relevant resources.	Presents a unique and innovative ethical perspective with rich, varied sources.	/20
Overall Effectiveness of Analysis	Analysis is weak or unconvincing.	Analysis is logical and effectively supports conclusions.	Analysis is compelling, well-reasoned, and demonstrates ethical leadership.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
TOTAL TECHNICAL POINTS				/130

V14 Virtual Ethical Leadership and Decision-Making Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Opening & Summary	The introduction is unclear or missing, and the summary lacks relevance or completeness.	The introduction sets the stage appropriately, and the summary covers the main points with adequate clarity.	The introduction is engaging and well-structured, and the summary provides a clear, insightful wrap-up that reinforces key findings.	/20
Content of Presentation	Content is unclear, lacks relevance or depth.	Content is clear, relevant, and adequately developed.	Content is insightful, well-developed, and strongly supports the presentation goals.	/20
Presentation Effectiveness	Delivery is distracting or lacks flow and engagement.	Delivery is smooth with good voice projection, transitions, and presence.	Delivery is polished, engaging, and enhances the impact of the presentation.	/20
Judges Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/95

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

PRESENTATION WILL BE STOPPED AT 10 MINUTES

V15 Virtual Interview and Digital Portfolio Design

Description & Eligibility

Contestants will demonstrate advanced proficiency in job search strategies, portfolio development, and interview skills within a virtual environment. This national event will be submitted and judged virtually. Any middle level, secondary, or postsecondary contestant may enter this event. There are no restrictions on the number of entries per chapter or per state. Contestants who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Competition Notes

- AI Policy Level 1 *No AI Allowed*
- Contest Registration
 - Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$10 fee for each entry (*invoiced during event registration*)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit all of the following in one combined PDF: 1. Clickable URL to Digital Portfolio 2. Resume 3. Cover Letter 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	V15-ContestantID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply technical writing skills to produce a professional cover letter, resume, and digital portfolio tailored to a targeted job opportunity
2. Conduct job market research to identify position qualifications, required skills, and industry expectations, and align application materials accordingly
3. Demonstrate knowledge of employability skills and job advancement strategies, including the professional behaviors and competencies required to obtain, retain, and grow within a career
4. Project a professional image through appearance, demeanor, and conduct that reflects workplace standards and expectations in a virtual environment
5. Demonstrate effective communication and interpersonal skills, and apply knowledge of workplace ethics and professional environment expectations to interact appropriately in a business setting

Contest Specifications for this Event

- Contestant will indicate on his/her resume the position for which he/she is applying. There are openings in all departments of Digital Solutions shown on the Organizational Chart found in the *Style & Reference Manual*. 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 resume is optional.
- The cover letter must be addressed as follows:
Ms. Julie Smith, Manager
Human Resources Department
Digital Solutions
1365 King Avenue
Columbus, OH 43212
- Contestant must create a digital portfolio. Digital portfolios can be a website, interactive file, or other digital solution.
 - Online digital portfolios must be live and working between January 15 – March 1 for judging purposes. Those that are submitted but not online may result in a disqualification
- Submit the URL to the digital portfolio, resume, cover letter, Works Cited and BPA Release Form(s) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027. No changes can be made to the project after the date of submission.
- Advisors of qualifying contestants will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Contestant will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- The top contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.

Common Specifications for all BPA Judged Events

- Contestant ID is required for all submissions. Materials from non-registered members and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.



V15 Virtual Interview and Digital Portfolio Design

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been submitted in one combined (1) PDF. 1. Digital Portfolio 2. Cover Letter 3. Resume 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form				/10
Cover Letter	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Introduction	Introduction is unclear or not properly addressed.	Introduction is clear and appropriately addressed.	Introduction is engaging and tailored to the position and audience.	/20
Skills	Skills mentioned are vague or not relevant to the position.	Skills are relevant and clearly connected to the position.	Skills are well-articulated and strongly aligned with the role.	/20
Closing	Closing is abrupt or lacks professionalism.	Closing is polite and professionally written.	Closing is confident, polished, and leaves a strong impression.	/20
Writing Accuracy	Frequent errors in grammar, spelling, or punctuation.	Writing is mostly error-free and professionally structured.	Writing is polished, precise, and enhances clarity and professionalism.	/20
Resume	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Position Listed	Position is missing or unclear.	Position is clearly stated and relevant.	Position is clearly stated and strategically aligned with resume content.	/20
Layout	Layout is cluttered or difficult to follow.	Layout is clean and easy to read.	Layout is professional, visually appealing, and enhances readability.	/20
Work History Order	Work history is incomplete or not in reverse chronological order.	Work history is complete and in reverse chronological.	Work history is thorough, well-organized, and highlights relevant experience and is in reverse chronological.	/20
Writing Accuracy	Frequent errors in grammar, spelling, or punctuation.	Writing is mostly error-free and professionally structured.	Writing is polished, precise, and enhances clarity and professionalism.	/20

V15 Virtual Interview and Digital Portfolio Design

Technical Scoring Rubric Cont'd

Digital Portfolio	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Evidence of Work	Work samples are missing or do not reflect relevant skills.	Includes relevant work samples that demonstrate applicable skills.	Work samples are diverse, high-quality, and strongly showcase relevant skills.	/20
Certificates & Credentials	Relevant credentials are missing or unclear.	Includes appropriate certificates and credentials.	Credentials are well-selected, clearly presented, and enhance qualifications.	/20
Layout & Design	Portfolio is cluttered or visually inconsistent.	Portfolio is clean, organized, and visually consistent.	Portfolio is professionally designed, visually engaging, and easy to navigate.	/20
Personal/Professional Statement	Statement is missing or unrelated to the position.	Statement is included and aligns with the position.	Statement is compelling, well-written, and clearly tailored to the position.	/20
TOTAL TECHNICAL POINTS				/250

V15 Virtual Interview and Digital Portfolio Design

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Applicant's Greeting	Introduction is unclear or lacks professionalism.	Properly introduces self and makes a positive first impression.	Introduction is confident, polished, and immediately engaging.	/20
Applicant's Appearance	Appearance is unprofessional or inappropriate.	Neat, well-groomed, and dressed appropriately.	Appearance is highly professional and enhances overall presentation.	/20
Personality and Poise	Appears nervous or disengaged; poor posture or eye contact.	Courteous, confident, and maintains good posture and eye contact.	Displays strong presence, sincerity, and poise throughout.	/20
Communication Skills	Poor grammar, unclear speech, or distracting tone.	Speaks clearly with proper grammar and pleasant tone.	Communicates with clarity, warmth, and excellent verbal skills.	/20
Responses	Responses are vague or show limited understanding.	Answers are appropriate and show knowledge of the position and company.	Responses are thoughtful, informed, and demonstrate enthusiasm and initiative.	/20
Job Skills Evidence	Shows little evidence of relevant skills or habits.	Demonstrates required job skills and good work habits.	Clearly showcases strong skills, problem-solving abilities, and professionalism.	/20
Close of Interview	Fails to thank or conclude effectively.	Expresses thanks and ends the interview appropriately.	Concludes with confidence, professionalism, and a lasting positive impression.	/20
TOTAL PRESENTATION POINTS				/140

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

V16 Virtual Artificial Intelligence Team

Description & Eligibility

Teams will design and present an integrated artificial intelligence (AI) solution for a subscription-based SaaS company using the official BPA case study and data pack. Teams will use generative and analytical AI tools to interpret the data and produce professional artifacts across four functional areas: Finance, Information Technology (IT), Business/Marketing, and Digital Media Design. This national event will be submitted and judged virtually. Any middle level, secondary, or postsecondary contestant may enter this event. A team will consist of 2–4 contestants. There are no restrictions on the number of entries per chapter or per state. Teams who do not submit an entry following the topic listed below or do not follow the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

LoopToLearn – An AI-Assisted EdTech Subscription Platform. Your team has been hired as AI strategy consultants for *LoopToLearn*, a five-year-old subscription-based SaaS company that provides AI-assisted tutoring and study-skills coaching for high school and early-college students. *LoopToLearn* offers three subscription tiers (Student, Family, and School District) and is preparing for a Series B funding round. The leadership team has provided your firm with an official BPA case study and data pack containing financial records, IT infrastructure logs, customer/marketing data, and current brand assets. Your team must use AI tools to analyze the data pack and produce four integrated deliverables that demonstrate ethical, responsible, and reproducible AI use across Finance, IT, Business/Marketing, and Digital Media Design.

Deliverables

- Finance Artifact – A two-page decision brief incorporating a subscription revenue forecast, a churn analysis, and a Series B funding recommendation (PDF, two pages maximum)
- IT Artifact – A two-page infrastructure and security brief incorporating a cloud-scaling plan, a data-privacy/FERPA risk assessment, and an AI model selection recommendation (PDF, two pages maximum)
- Business/Marketing Artifact – A two-page brief incorporating a customer segmentation analysis and a go-to-market campaign brief targeting the Family and School District tiers (PDF, two pages maximum)
- Digital Media Design Artifact – AI-assisted brand refresh deliverable including a one-page visual identity sheet (logo treatment, color, typography) and a 30-second promotional video storyboard for the campaign (PDF, with video link embedded)
- AI Use Log – A single combined document listing every AI tool used, the prompts issued, the date/time of each interaction, and a short note on how the team verified and edited each output (PDF, no page limit)

Page limit and format specifications: Artifacts 1, 2, and 3 are limited to two (2) pages each, maximum. The two-page limit is inclusive of all charts, tables, and visuals; the Works Cited page is excluded from the count. All artifact reports must follow the report format defined in the Style & Reference Manual. The Digital Media Design Artifact (Artifact 4) follows its own format described above and is not subject to the two-page limit.

Competition Notes

- Contest Registration
 - Advisors register teams for the event using the Membership Registration System, accessible at <https://register.bpa.org>
 - Click on the “Conferences” tab and then select the “2027 National Virtual Events”
 - There will be a \$20 fee for each team entry (invoiced during event registration)
 - Event registration can be purchased with your original invoice or with a new invoice after member registration
 - The registration deadline is no later than 11:59 p.m. Eastern Time, on December 1, 2026
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible
 - Only the team captain should complete the submission

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit a URL to all the following in one PDF: 1. Finance Artifact 2. IT Artifact 3. Business/Marketing Artifact 4. Digital Media Design Artifact 5. AI Usage Log 6. Works Cited 7. BPA Release Form(s) 8. AI Usage and Documentation Form	V16-TeamID.pdf	January 15, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate understanding of AI concepts, capabilities, and limitations
2. Apply AI tools to finance, IT operations, marketing, and digital media design
3. Use structured case study data to drive evidence-based decisions
4. Design AI workflows and prompts that are structured and reproducible
5. Demonstrate ethical and responsible AI use, including bias mitigation, transparency, data privacy, and security
6. Communicate complex technical information to non-technical stakeholders
7. Produce professional written, visual, and strategic deliverables
8. Demonstrate teamwork, project management, and decision-making skills
9. Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
10. Use principles of design, layout, and typography in media and user experience design
11. Demonstrate effective persuasive and informative communication and presentation skills

Contest Specifications for this Event

- Follow the Report format located in the *Style & Reference Manual*. (Note: no Title Page is required.) Header information on the first page of the report should be as follows: Contestant ID Number (Sender's ID Number - XXXXXXXX), Edna Renick (Recipient's Name), Administrative Support Department (Recipient's Department), and Current Date.
- Submit all artifacts, Works Cited, AI Use Log, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on January 15, 2027.
- Round One consists of two components: (1) an online objective test covering AI concepts, ethics, and applied use cases, completed individually by each team member, and (2) the technical project submission described above. Team Round One scores combine the average team test score with the technical project score.
- Round Two is a live virtual presentation and Q&A. Advisors of qualifying teams will be contacted to reserve a time for a videoconference presentation before a panel of judges. The dates and times for presentation reservations will be announced via email notification. Teams will be assigned to sections prior to the preliminary presentation.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- Generative AI tools may be used to create deliverables, but every AI-assisted output must be reviewed, edited, and verified by a team member. The AI Use Log must accurately reflect this process.

Common Specifications for all BPA Judged Events

- Team ID is required for all submissions. Materials from non-registered members and/or those missing team ID cannot be accepted.
- The team is responsible for securing a BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves and any AI tools used, on the Works Cited page for any work used on the project. In-text citations are required throughout all papers.
- It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines. Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will not be returned and will not be available at NLC.

V16 Artificial Intelligence Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the disqualification.				

Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF with all four (4) functional-area artifacts, the AI Use Log, Works Cited formatted according to the Style & Reference Manual, BPA Release Form(s) and the AI Usage and Documentation Form. Artifacts 1, 2, and 3 each comply with the two-page limit and follow the report format in the <i>Style & Reference Manual</i> .				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Financial Artifact	Analysis contains significant errors, misreads the data pack, or draws conclusions unsupported by the numbers.	Analysis is mostly accurate and reflects the data pack with minor gaps in interpretation.	Analysis is highly accurate, demonstrates strong financial reasoning, and aligns precisely with the data pack.	/20
Data Analysis Accuracy				
Revenue Forecast Quality	Forecast lacks supporting logic, omits key subscription metrics (MRR, ARR, churn), or is presented without context.	Forecast addresses core subscription metrics and provides a reasonable model with stated assumptions.	Forecast is well-modeled, clearly visualized, and tied directly to subscription-tier behavior and growth scenarios.	/20
Series B Memo	Recommendation is vague, unsupported, or disconnected from the financial analysis.	Recommendation is reasonable and references the analysis, with adequate justification.	Recommendation is decisive, evidence-based, and clearly tied to forecast outcomes and investor concerns.	/20
AI Use & Verification	AI outputs appear unedited, contain hallucinated figures, or are not verified against the data pack.	AI outputs are reviewed and corrected, with verification noted in the AI Use Log.	AI outputs are carefully verified, cross-checked, and improved by the team beyond the initial AI output.	/20
Concision & Synthesis	Brief is cluttered or exceeds two pages; key points are buried or the page limit is not respected.	Brief fits two pages and covers the required elements with reasonable prioritization.	Brief makes excellent use of two pages, surfacing only the most decision-relevant insights with clear prioritization.	/20

V16 Artificial Intelligence Team
Technical Scoring Rubric (Cont'd)

AI Artifact	Cloud-scaling plan is vague, omits key components, or does not address subscription growth.	Cloud-scaling plan is reasonable, addresses scaling needs, and identifies appropriate services.	Cloud-scaling plan is detailed, well-justified, and demonstrates strong technical reasoning.	/20
Infrastructure Plan				
Data Privacy & FERPA	Risk assessment is missing key student-data considerations or misapplies privacy frameworks.	Risk assessment covers core FERPA considerations and identifies major risks.	Risk assessment is thorough, prioritizes risks, and includes clear mitigation strategies.	/20
AI Model Selection	Model recommendation lacks rationale or selects an inappropriate model for the use case.	Model recommendation is reasonable and includes basic justification.	Model recommendation is well-justified, addresses trade-offs (cost, latency, bias), and aligns with the data pack.	/20
AI Use & Verification	AI outputs appear unedited or include unverified technical claims.	AI outputs are reviewed and corrected, with verification noted in the AI Use Log.	AI outputs are rigorously verified, with technical claims supported by cited sources or team analysis.	/20
Concision & Synthesis	Brief is cluttered or exceeds two pages; key points are buried or the page limit is not respected.	Brief fits two pages and covers the required elements with reasonable prioritization.	Brief makes excellent use of two pages, using tables and visuals efficiently to convey dense technical content.	/20
Business/Marketing Artifact	Segmentation is unclear, not data-driven, or fails to distinguish meaningful customer groups.	Segmentation is data-informed and identifies the Family and District tiers with reasonable distinctions.	Segmentation is insightful, well-supported by the data pack, and reveals actionable customer behavior patterns.	/20
Customer Segmentation				
Campaign Strategy	Campaign brief lacks a clear strategy, target, or measurable goals.	Campaign brief includes a defined target, channels, and goals appropriate to the tiers.	Campaign brief is strategically sharp, tightly targeted, and includes measurable KPIs tied to subscription growth.	/20
Messaging & Audience Fit	Messaging is generic or poorly aligned with the Family and District audiences.	Messaging is appropriate for each target audience and reasonably differentiated.	Messaging is highly tailored, emotionally resonant, and clearly differentiated by audience and tier.	/20

V16 Artificial Intelligence Team

Technical Scoring Rubric (Cont'd)

AI Use & Verification	AI-generated copy or analysis appears unedited or includes unsupported claims.	AI outputs are reviewed, edited, and verified for accuracy and tone.	AI outputs are substantially refined, fact-checked, and improved with original team input.	/20
Concision & Synthesis	Brief is cluttered or exceeds two pages; key points are buried or the page limit is not respected.	Brief fits two pages and covers the required elements with reasonable prioritization.	Brief makes excellent use of two pages, presenting segmentation and campaign strategy with clarity and focus.	/20
Digital Media Design Artifact	Brand identity sheet is inconsistent, unpolished, or does not address logo, color, and typography together.	Brand identity sheet is cohesive and covers logo, color, and typography clearly.	Brand identity sheet is highly polished, distinctive, and demonstrates intentional design choices.	/20
Visual Identity Quality				
Storyboard Quality	Storyboard is unclear, lacks visual structure, or does not tell a coherent 30-second story.	Storyboard is clear, organized, and communicates the campaign concept in 30 seconds.	Storyboard is creative, well-paced, and visually compelling, with strong message-to-image alignment.	/20
Brand Consistency	Brand elements are applied inconsistently between the identity sheet and the storyboard.	Brand elements are consistently applied across both deliverables.	Brand elements are flawlessly consistent and reinforce a unified, recognizable identity.	/20
AI Use & Verification	AI-generated visuals appear unedited, off-brand, or are not credited in the AI Use Log.	AI-generated visuals are reviewed, refined, and credited appropriately.	AI-generated visuals are substantially refined by the team and integrated with original design work.	/20
AI Use Log & Ethics	Log is missing tools, prompts, or dates; entries are inconsistent across deliverables. Log is missing tools, prompts, or dates; entries are inconsistent across deliverables.	Log records each tool, prompt, and date used for the four artifacts. Log records each tool, prompt, and date used for the four artifacts.	Log is thorough, organized by artifact, and includes verification notes for every entry. Log is thorough, organized by artifact, and includes verification notes for every entry.	/20
Log Completeness				
Prompt Quality	Prompts are vague, single-shot, or not reproducible.	Prompts are structured, purposeful, and could be reproduced by another user.	Prompts demonstrate iterative refinement, role/context framing, and a clear workflow.	/20
Ethics & Responsible Use	Log does not address bias, transparency, privacy, or human oversight.	Log addresses ethical considerations and identifies at least one risk and mitigation.	Log demonstrates a strong ethical framework, including bias checks, transparency, privacy review, and clear human-in-the-loop oversight.	/20

V16 Artificial Intelligence Team
Technical Scoring Rubric (Cont'd)

Integration & Communication	The four artifacts read as disconnected projects with conflicting assumptions.	The four artifacts share common assumptions and reference the same case-study facts.	The four artifacts integrate tightly, building toward a single, coherent strategy for the company.	/20
Cross-Functional Alignment				
Writing & Editing Quality	Artifacts contain frequent grammar, spelling, or formatting errors.	Artifacts contain few errors and are generally well-edited.	Artifacts are polished, professional, and read as if produced by a consulting team.	/20
Visual & Layout Quality	Layout is cluttered, inconsistent, or hard to follow across artifacts.	Layout is clean and consistent across artifacts.	Layout is highly polished, visually consistent, and supports the message across all four deliverables.	/20
TOTAL TECHNICAL POINTS				/50

V16 Artificial Intelligence Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage and Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
Presentation	Team struggles with communication, organization, or topic understanding, making the presentation unclear or disengaging.	Team communicates clearly, stays organized, and demonstrates solid understanding of the topic.	Team excels in delivery, presents with clarity and enthusiasm, and shows deep understanding of the topic.	/20
Explanation of AI Solution	Explanation of the four artifacts and how they integrate is unclear or incomplete.	Clearly explains each artifact and how the four areas connect to the AI solution.	Thoroughly explains all four artifacts and how they integrate into a single, coherent AI strategy.	/20
AI Tools & Workflow	AI tools and prompting workflow are not clearly identified or explained.	Provides a clear explanation of the AI tools, prompts, and workflow used.	Offers detailed and thoughtful explanation of tools, prompts, and verification workflow, showing strong understanding.	/20
Ethical & Responsible Use	Team does not address ethics, bias, privacy, or human oversight in the presentation.	Team addresses ethical considerations and identifies at least one risk and mitigation.	Team articulates a strong ethical framework, including bias, transparency, privacy, and human-in-the-loop oversight.	/20
Team Roles	Roles of team members are vague or missing, with little connection to project outcomes.	Clearly explains the roles and contributions of each team member.	Provides a comprehensive and engaging explanation of team roles, collaboration, and decision-making.	/20
Structure & Flow	Presentation lacks organization and is difficult to follow.	Presentation is well organized and flows logically.	Presentation is highly engaging, with excellent structure and smooth transitions.	/20
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/20
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/155

MIDDLE LEVEL

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

900 Financial Literacy

Description & Eligibility

Contestants will demonstrate a basic understanding of financial literacy. Any middle level contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Cordless calculator: electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Competitors who violate this rule will be *disqualified*.

Contest Notes

- Method of evaluation: objective | application
- AI Policy Level 1 *No AI Allowed*
- Computer and software are provided
- No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area
- Previous Business Professionals of America tests (handwritten, photocopied, or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than ten (10) minutes orientation, no more than sixty (60) minutes testing time, no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Develop and manage a comprehensive personal financial plan using tools for budgeting, forecasting, and goal tracking
2. Demonstrate understanding of digital payment systems, credit management, and fraud prevention
3. Analyze and calculate interest, debt, and credit impacts using financial tools to support informed decision-making
4. Solve financial problems using basic mathematical operations
5. Differentiate between responsible and irresponsible financial decisions
6. Demonstrate an understanding of basic personal banking
7. Apply ethical decision-making and compliance standards in finance, including the understanding of consequences to financial decisions
8. Analyze opportunity cost in career, education, and investment decisions
9. Evaluate saving, investing, opportunity cost, and lifestyle choices to align financial decisions with long-term goals

This event is
endorsed by

Pearson

915 Administrative Support Team

(Dedicated to the memory of Deborah Paul)

Description & Eligibility

Teams will function as office staff producing a variety of business documents. Any middle-level contestant may enter this application team event. A team will consist of 2-4 contestants.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials

Equipment/Supplies Provided

- Computer (one per team contestant), software, printer, and paper
- Flash drive (one per team, which must be submitted with test materials at conclusion of testing)

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area
- Previous Business Professionals of America tests (handwritten, photocopied, or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than ten (10) minutes orientation, no more than sixty (60) minutes testing time, no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Create, manage and format business documents through collaboration following specified formats provided in the *BPA Style & Reference Manual*
2. Apply technical skills to manage information and produce business documents
3. Evaluate and delegate responsibilities needed to perform required tasks
4. Plan and manage projects by establishing work priorities and timelines
5. Demonstrate teamwork skills needed to function as an office staff
6. Manage digital and physical output, including exporting PDF files
7. Proofread and edit to ensure accuracy and consistency

Description & Eligibility

Contestants will demonstrate the knowledge and understanding of respectful, responsible, and ethical behavior in a digital world. Any middle level contestant may enter this objective event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area
- Previous Business Professionals of America tests (handwritten, photocopied, or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than ten (10) minutes orientation, no more than sixty (60) minutes testing time, no more than ten (10) minutes wrap-up, and no more than one hundred twenty (120) minutes for certification test
- At NLC, contestants will take IC3 Global Standard 6 Level 1 certification as part of the event. Contestants passing this certification will have 50 points added to their event score. A Certiport profile must be created at www.certiport.pearsonvue.com before attending NLC. Contestants must include their BPA Contestant ID in their Certiport profile when they register. For more information on the exam, visit www.certiport.pearsonvue.com. Reference materials are not allowed for certification testing.
- Entries vary by state

Contest Competencies

1. Understand the need to protect your digital identity and ensure secure communication by applying cybersecurity best practices and evaluating risks across digital platforms
2. Understand the need for digital content to be both ethical and responsible across social media and other platforms, ensuring compliance with intellectual property laws
3. Apply legal, ethical, and compliance standards in technology use, including data privacy, responsible AI use, and prevention of cybercrime
4. Demonstrate global digital awareness by applying professional etiquette, understanding connectivity implications, and adhering to organizational policies
5. Understand the process of safely buying or selling online

925 Word Processing

Description & Eligibility

Contestants will compose and format business documents following specified formats provided in the BPA Style & Reference Manual. Any middle level contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area
- Previous Business Professionals of America tests (handwritten, photocopied, or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than ten (10) minutes orientation, no more than sixty (60) minutes testing time, no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Apply foundational formatting skills using modern word processing tools to create business documents
2. Demonstrate entry-level word processing proficiency
3. Use editing tools to revise, proofread, and enhance the clarity and accuracy of business documents
4. Apply paragraph formatting, tab settings, and text enhancements to improve document structure and visual impact

930 Spreadsheet Applications

Description & Eligibility

Contestants will demonstrate knowledge in spreadsheet applications including formatting data, creating formulas, and sharing information for analysis. Any middle level contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area
- Previous Business Professionals of America tests (handwritten, photocopied, or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than ten (10) minutes orientation, no more than sixty (60) minutes testing time, no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Demonstrate basic skills in the creation and editing of spreadsheets
2. Create formulas, including calculations that include order of operations and absolute cell reference
3. Create graphs and charts using spreadsheet data
4. Display spreadsheets to show formulas and gridlines
5. Export files as pdf to submit

940 Digital Game Design Team

Description & Eligibility

Teams will create a digital game based on the provided topic to entertain and educate. Teams may use Scratch®, Tynker®, or other game engines to create the executable game. Any middle level contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic, the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic:

Embark on a journey to craft an educational game that explores the world of personal finance and money management.

Task:

Design a game that teaches players how to budget, save, invest, and make smart financial decisions as they navigate real-world scenarios – from landing their first job to handling unexpected expenses. Players should face at least four pivotal financial decisions that impact their in-game wealth and future outcomes.

The world you build should reflect realistic financial situations appropriate for a school setting. Will your players retire early, fall into debt, or find the perfect balance? The outcome depends on the choices they make.

Team Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.
- Optional: Props

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs as one combined PDF file. 1. Clickable URL to Game (may include Artwork, Executable File, Storyboard, etc.) 2. Works Cited 3. BPA Release Form(s) 4. AI Usage & Documentation Form	DGDT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

- Design engaging and balanced gameplay mechanics using player-experience, data-driven methods, and continuous refinement
- Develop clear rules and embed essential information within gameplay through integrated tutorials and visual cues
- Integrate storyline and scoring systems to enhance player engagement and progression
- Deliver game prototype and presentation to highlight key features and explain design

Contest Specifications for this Event

- The team will develop an educational game based upon the provided topic. Games may be cooperative or competitive; single-player or multiplayer
- Teams are permitted to use any game development technology in order to complete the event. Examples include but are not limited to Scratch®, Tynker®, GameMaker, Unity, HTML, or Java. Contestants should be able to understand and explain the utilized code and/or technology used by the selected template or platform

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult with the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- No changes can be made to the project after the date of submission.
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Teams will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

940 Digital Game Design Team Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted one (1) combined PDF file containing URL to Project Files, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s), and AI Usage & Documentation Form.				/10
Gameplay Mechanics	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Creative Core Mechanics	Basic or derivative mechanics.	Some originality in mechanics.	Highly creative and engaging mechanics.	/20
Player Choice and Agency	Limited or no player agency.	Players have meaningful choices.	Choices significantly impact gameplay.	/20
Balance Use of Chance	Game relies too heavily on luck.	Chance is used with balance.	Chance enhances strategy and engagement.	/20
Gameplay Mechanics	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Clear Rules	Rules are vague or incomplete.	Rules are understandable.	Rules are well-written and intuitive.	/20
Logical Rules	Rules are inconsistent or confusing.	Rules follow logical structure.	Rules are consistently applied and well-integrated.	/20
Rules Tested in Varied Play	No evidence of testing.	Some testing evident.	Thorough testing across varied scenarios.	/20
Narrative Elements	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Narrative Supports Gameplay	No or minimal narrative.	Narrative supports gameplay.	Narrative is immersive and well-developed.	/20
Balance	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Appropriate Play Time	Game is too short or too long.	Duration is reasonable.	Duration enhances gameplay experience.	/20
Fair Gameplay	Game favors certain players.	Fairness is generally maintained.	Game is balanced and inclusive.	/20
Progression Difficulty	No progression in difficulty.	Some progression evident.	Difficulty scales thoughtfully and effectively.	/20
Educational Components	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Effective Topic Education	Educational value unclear.	Topic is addressed effectively.	Educational content is engaging and insightful.	/20
Research-Based Content	No evidence of research.	Basic research evident.	Research is thorough and well-integrated.	/20

940 Digital Game Design Team
Technical Scoring Rubric (Cont'd)

Overall Design	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Clear Win/Loss Conditions	Conditions unclear or missing.	Conditions are defined.	Conditions are clear and enhance gameplay.	/20
Thematic and Appealing Design	Design lacks cohesion or appeal.	Design is appropriate and thematic.	Design is polished, thematic, and engaging.	/20
TOTAL TECHNICAL POINTS				/290

940 Digital Game Design Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Team maintains good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team contestant's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than ten (10) minutes.			/10
Team Members	At least two original team members were present during the presentation.			/5
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

945 Graphic Design Promotion

Description & Eligibility

Contestants will develop a theme, illustrate the theme in a logo design, and then utilize the logo in a promotional flyer based on the assigned topic. Any middle level contestant may enter this judged event. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Create a themed design package to promote your school or district's STEM Night & Innovation Showcase.

Your task includes the following components:

1. Theme Development
 - Choose a creative and relevant theme that celebrates science, technology, engineering, and mathematics.
 - Your theme should excite and engage students, families, and community members about the future of innovation.
2. Logo Design
 - Design a unique logo that captures the energy of STEM exploration and discovery.
 - The logo should be bold, modern, and suitable for use on flyers, social media, and event banners.
3. Flyer Creation
 - Design a flyer to advertise the STEM Night event at your school.
 - Include key event details (date, time, location, purpose).
 - Make sure the flyer is visually dynamic, easy to read, and aligned with your theme and logo.

Contestant Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.
- Optional - Design printouts

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and set-up of equipment must be done solely by the contestant within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes for setup, no more than five (5) minutes for the presentation, and no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file. 1. Logo 2. Flyer 3. Works Cited 4. BPA Release Form(s) 5. AI Usage and Documentation Form	GDP-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply graphic design principles & elements including layout and typography to create a design aligned with brand
2. Use color theory, visual hierarchy, image editing and illustration techniques to create cohesive, theme-based designs
3. Prepare marketing materials optimized for print and digital platforms, ensuring color accuracy, resolution standards, and cross-platform compatibility
4. Develop and present concepts and artwork using industry-standard tools and platforms

Contest Specifications for this Event

- All graphics must be computer generated
- It is recommended designs be at least 300 dpi
- Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- No changes can be made to the project after the date of submission.
- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

945 Graphic Design Promotion

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been saved as PDFs and bundled together in one PDF file. 1. Logo 2. Flyer 3. Works Cited (formatted according to the <i>Style & Reference Manual</i>) 4. BPA Release Form(s) 5. AI Usage and Documentation Form				/10
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Flyer Creativity	Lacks originality or imagination.	Shows some creativity and effort.	Highly imaginative and original.	/20
Logo Creativity	Basic or uninspired design,	Creative and relevant.	Distinctive, original, and engaging.	/20
Visual Appeal	Design is cluttered or dull.	Gains attention and is neat.	Eye-catching and professionally styled.	/20
Theme Relevance	Theme is unclear or off topic.	Theme supports STEM Night & Innovation Showcase.	Strong, clear promotion of STEM Night & Innovation Showcase.	/20
Effectiveness	Hard to understand or inaccurate.	Clear, motivational, and mostly accurate.	Highly effective, motivational, and precise.	/20
Consistency	Graphics and theme are inconsistent.	Mostly consistent design elements.	Cohesive and well-integrated visuals.	/20
Graphic Standards Compliance	Does not follow style guidelines.	Meets most style requirements.	Fully compliant with all graphic standards.	/20
Design Layout	Design elements are poorly placed; little use of rule of thirds or emphasis.	Design elements are generally well-placed with some use of design principles.	Design elements are strategically placed using rule of thirds and strong emphasis.	/20
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/20
TOTAL TECHNICAL POINTS				/190

945 Graphic Design Promotion

Presentation Scoring Rubric

Required Elements (If any question results is a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	The presentation lacks coherence, and the contestant’s approach does not clearly convey a structured or purposeful flow.	The presentation has some gaps in organization, and the contestant’s structure is occasionally unclear or inconsistent.	The presentation content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Judges’ Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges’ questions.	/15
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than five (5) minutes.			/10
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

950 Video Production Team

Description & Eligibility

Teams will create a one to two (1:00-2:00) minute video based on the assigned topic. Any middle level contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic, the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Create a one-to-two-minute educational video that explores how a specific piece of technology has changed over time – from its early beginnings to today. Your goal is to entertain and inform your audience while telling the story of innovation in a creative, visually engaging way.

Your Video Must Include:

1. Voice-Over Narration
 - Write and record a voice-over that walks viewers through the history and evolution of your chosen technology
 - Use expressive tone and pacing to make history feel exciting and relevant
 - You may narrate as yourself, as a time traveler, a historian, or another creative character
2. At Least One "Live" Recorded Scene
 - Film at least one scene featuring real people interacting with old or new versions of technology
 - This could be a skit comparing past vs. present, a demonstration, or a fun reenactment of how people used technology in another era
3. Fun Fact Segment
 - Include at least one surprising or interesting fact about your chosen technology
 - This can be delivered as a text overlay, graphic, or spoken moment in the narration
 - Make sure it connects back to your theme and adds value to the viewer's understanding

Team Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes for setup, no more than five (5) minutes for the presentation, no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file. 1. Clickable URL to Video 2. Storyboard 3. Script 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	VPT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply knowledge of software, equipment, and skills related to video production by using various video-editing applications
2. Create storyboards and scripts with the target audience in mind
3. Apply camera techniques, transitions, audio editing, titles and animations to produce video content
4. Apply copyright, licensing, and intellectual property laws in all video content
5. Collaborate effectively to edit video in a team environment using project management and communication tools

Contest Specifications for this Event

- The team may utilize audio, text, video, graphics, and animation
- Use of transitions and continuity must exist in the production
 - At least fifty percent (50%) of the video must be footage shot by the team

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines. Contact the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- Upload completed projects to a video/file sharing link (Vimeo, YouTube, Dropbox, etc.). Projects must be viewable on Windows and Mac platforms. Set the access level of your project to one of BPA's recommended settings. See the Cloud Sharing Guidelines for additional information.
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level
- Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

950 Video Production Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been saved as PDFs and bundled together in one PDF file.				/10
1. Clickable URL to Video				
2. Script				
3. Storyboard				
4. Works Cited (formatted according to the <i>Style & Reference Manual</i>)				
5. BPA Release Form(s)				
6. AI Usage and Documentation Form				
Included one “live” recorded scene				/10
Included one voice over				/10
Included purchasing details				/10
Video lasted no less than one (1) minute and no more than two (2) minutes				/10
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Originality of Content	Less than 50% original footage; lacks creativity.	At least 50% original footage; some creativity.	Majority original footage; highly creative and original.	/20
Theme Development	Theme is unclear or weak.	Theme is present and relevant.	Theme is strong, well-developed, and engaging.	/20
Focus and Steadiness	Footage is shaky or unfocused.	Mostly steady and clear.	Smooth, professional-quality footage.	/20
Production Effectiveness	Message is confusing or poorly delivered.	Message is mostly clear and engaging.	Message is powerful, clear, and impactful.	/20
Free of typos	Multiple typos or errors.	Few minor errors.	No typos; polished and professional.	/20
Visual Effects & Transitions	Effects are distracting or poorly executed.	Effects support the video flow.	Effects enhance storytelling and visual appeal.	/20
Color & Lighting	Poor lighting or color balance.	Adequate lighting and color use.	Excellent lighting and color that enhance visuals.	/20
Audio	Audio is unclear or inconsistent.	Audio is mostly clear and balanced.	High-quality, well-balanced, and engaging audio.	/20
TOTAL TECHNICAL POINTS				/210

950 Video Production Team
Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Team maintains good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team contestant's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than five (5) minutes.			/10
Team Members	At least two original team members were present during the presentation.			/5
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

955 Website Design Team

Description & Eligibility

Teams will create a website based on the assigned topic. Any middle level contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Create a website that celebrates unsung heroes in your local community – everyday people who make a meaningful difference. This could include teachers, coaches, first responders, volunteers, or neighbors who go above and beyond. Your website must include a landing page and at least three (3) of the following sub-pages:

- Hero Spotlight – A featured profile page with a biography and photo
- Why They Matter – A page explaining the impact of their contributions
- Community Impact – Stories or data showing how the community has benefited
- How to Get Involved – Ways students can volunteer or support similar causes
- Nomination Page – A form or process for nominating a local hero
- Photo Gallery – Images from community events or service activities
- Interview / Q&A – A page featuring quotes or responses from the featured hero
- Resources & Links – Connections to local organizations or volunteer opportunities

Team Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes for setup, no more than five (5) minutes for the presentation, no more than five (5) minutes for judges’ questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file. 1. Clickable URL to Website 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	WDT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Design and develop a responsive, accessible website optimized for cross-browser compatibility
2. Apply leadership skills and collaborate on web development projects

3. Apply ethical standards, copyright compliance, and data privacy principles in all aspects of web design and content management
4. Apply problem-solving and troubleshooting techniques to resolve technical challenges and ensure secure, efficient web functionality
5. Proofread to ensure content accuracy and clarity

Contest Specifications for this Event

- Attention must be given to cross-browser capabilities and monitor capabilities. Teams are permitted to use any web development technology or CMS for the website. Examples of these include Microsoft Visual Studio®, Adobe Dreamweaver®, jQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates. Use of original code may be scored higher.
- The website must be available on April 1, 2027. If the ISP is unavailable, the advisor will be contacted and given a reasonable amount of time to solve the problem.
- Team contestants must identify their roles in the website's development and be prepared to address questions about those roles (i.e., page layout, navigational scheme, graphics, media, coding, compatibility, and content).
- Previously submitted websites used in any BPA competition may not be submitted.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. No changes can be made to the project after the date of submission.
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestant will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

955 Website Design Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted clickable Project URL (with login credentials if needed), Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s) and AI Usage and Documentation Form in one combined PDF.				/10
Evaluation Criteria	Below Expectations 0-20 points	Meets Expectations 21-40 points	Above Expectations 41-60 points	Points Awarded
Page Layout	Visual organization is confusing; colors and fonts detract from readability; inconsistent page formats.	Visual organization is understandable; colors and fonts are appropriate and mostly consistent; minor format inconsistencies.	Visual organization is clear and intuitive; colors and fonts are highly aesthetic and enhance readability; consistent format is maintained across all pages.	/60
Graphic Media Use	Graphics do not support the topic; little or no creativity; over-reliance on generic stock images.	Graphics support the topic; some creativity evident; mix of original and stock graphics.	Graphics strongly enhance the topic; highly creative and original design using templates, code, or both.	/60
Content	The website demonstrates a limited understanding of the topic and contains mostly irrelevant or inaccurate information.	The website demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The website demonstrates a good understanding of the topic and presents relevant and accurate information throughout.	/60
Technical	Frequent browser issues, disorganized or invalid source code, little to no use of innovative technologies, and many grammar or spelling errors.	Website works on most browsers; source code is generally organized and valid; some use of innovative technologies; minor grammar or spelling errors.	Website works seamlessly across browsers; source code is clean, organized, and validated; innovative technologies (e.g., SASS, Python, JavaScript) are effectively used; grammar and spelling are flawless.	/60
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-35 points	Above Expectations 36-50 points	Points Awarded
Navigational Theme	Many broken or missing links; inconsistent link formatting; navigation path unclear or illogical.	Most links present and working; formatting mostly consistent; navigation path is mostly clear and logical.	All links present, fully functional, consistently formatted; navigation path is clear, logical, and easy to follow.	/50
TOTAL TECHNICAL POINTS				/300

955 Website Design Team
Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and vary their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team contestant's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than five (5) minutes.			/10
Team Members	At least two original team members were present during the presentation.			/5
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

960 Visual Design Team

Description & Eligibility

Teams will use UX and UI designs to develop mockups that are visually and functionally aligned with the assigned topic. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Your team has been hired to design a complete branding package for your school's first annual Fresh Picks Farmers Market – a student-organized event celebrating local food, sustainability, and community. The branding should feel fresh, colorful, and welcoming for all ages. Your package must include a minimum of four (4) items, and the following item is required:

1. Event Poster (Required). A full-sized promotional poster that includes the event name, date, time, and location, along with engaging visuals that capture the spirit of a community farmers market.

Additional items may include any three (3) of the following:

2. Event Logo. A unique logo representing the Fresh Picks Farmers Market brand, suitable for use across all marketing materials.
3. Vendor Table Sign. A designed sign for a student vendor booth that includes the vendor's name and a short description of what they are selling.
4. Reusable Shopping Bag Graphic. A design for a branded reusable tote bag that could be sold or given away at the event.
5. Social Media Announcement Graphic. A graphic promoting the event on social media, including the event details and a call to action.
6. Event Program / Map. A designed program or layout map showing vendor locations and event activities.

Ensure all designs are visually cohesive, vibrant, and communicate a clear and inviting message about the event.

Team Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file: 1. Poster (Required) 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form Three (3) of the following: • Event Logo • Vendor Table Sign • Reusable Shopping Bag Graphic • Social Media Announcement Graphic • Event Program/Map	VDT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply graphic design principles & elements, layouts, and typography to align with brand guidelines for digital and print media
2. Use color theory, visual hierarchy, and illustration techniques to create cohesive, theme-based designs
3. Create marketing assets to manipulate images and graphics using industry-standard tools for optimization
4. Develop and present design concepts tailored to target audiences using digital mockups and interactive prototypes
5. Collaborate effectively as a team in design environments using project management and communication tools

Contest Specifications for this Event

- All graphics must be computer generated. Only team-prepared graphics may be used in the design
- Originality and effectiveness will be given greater consideration
- It is recommended to be designed at least 300 dpi

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestant will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

960 Visual Design Team Technical Scoring Rubric

Required Elements (If any question results, in a NO please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the disqualification:				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been saved as PDFs and bundled together in one PDF file: 1. Event Poster (Required) 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form Three (3) of the following: 5. Event Logo 6. Vendor Table Sign 7. Reusable Shopping Bag Graphic 8. Social Media Announcement Graphic 9. Event Program/Map				/10
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Target Audience Awareness	Design does not reflect student audience or school appropriateness.	Design aligns with student audience and school setting.	Design strongly reflects student needs and interests; highly appropriate.	/20
Creativity & Originality	Designs lack originality and creativity.	Designs show creativity with some original elements.	Designs show exceptional imagination and unique ideas.	/20
Visual Appeal	Design lacks visual interest and fails to capture attention.	Design is visually appealing with good impact.	Design is highly engaging and attention-grabbing.	/20
Design Cohesion	Designs lack cohesion and appear unrelated.	Designs are mostly cohesive with some variation.	All designs complement each other while maintaining distinctiveness.	/20
Composition (Balance, Unity, Harmony)	Poor composition; lacks balance and visual unity.	Most designs show good composition; some minor issues.	All designs are well-balanced and harmonious; strong sense of unity.	/20
Color & Font Use	Poor use of colors and fonts; distracts from the design.	Colors and fonts are appropriate but could be more refined.	Colors and fonts are aesthetically pleasing and enhance the design.	/20
Whitespace Usage	Poor use of whitespace; design feels cramped or empty.	Whitespace is used appropriately; design feels open and readable.	Excellent use of negative and positive space; enhances clarity and focus.	/20
Element Placement & Emphasis	Elements are poorly placed; lacks emphasis and structure.	Placement is functional; some use of emphasis and layout principles.	Design elements are placed with purpose; strong use of rule of thirds and emphasis.	/20
TOTAL TECHNICAL POINTS				/170

**960 Visual Design Team
Presentation Scoring Rubric**

Required Elements (If any question results, in a NO please assign a score of 0)				
Team followed the topic.				Y N
Team followed the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy.				Y N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team contestant's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than ten (10) minutes.			/10
Team Members	At least two original team members were present during the presentation.			/5
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

970 Entrepreneurship Exploration

Description & Eligibility

Contestants will be given a real-world problem related to a current issue or challenge facing businesses today. Contestants will design a creative and feasible solution and present the solution in a research paper and presentation. Any middle level contestant may enter this event. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. Entries that do not follow the provided topic, the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

A middle school student in your community has a skill or hobby they love – whether it's graphic design, photography, tutoring, pet care, lawn maintenance, or something else entirely. They want to turn that passion into a real business but aren't sure where to start. They need a plan that is realistic, affordable, and something a middle schooler could execute.

The Problem

The student has the skill but lacks a business plan. They don't know how to price their services, find customers, or manage their money. They've come to you for help building a plan from the ground up.

Read the scenario above and create a complete business plan for a student-run service business of your choice. Your research paper must include the following:

- Business Description – What service will the student offer? What makes it unique or valuable?
- Customer Demographics – Who needs this service? Who is the target audience?
- Marketing Strategy – How will the student find and attract clients? Include at least two specific marketing ideas.
- Pricing and Financial Plan – What will the student charge? What are the startup costs? What is the projected revenue?
- Challenges and Solutions – What obstacles might this student face and how could they overcome them?
- Any other information you feel supports your recommendation

Contestant Must Supply

- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.
- Optional - props or visual aids

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items bundled together in one PDF file: 1. Research Paper 2. Works Cited, BPA Release Form(s) 3. AI Usage and Documentation Form	ENT-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Demonstrate knowledge and understanding of entrepreneurship
2. Create a plan of action to solve the problem presented
3. Demonstrate effective written and oral communication skills
4. Identify and utilize internal and external resources
5. Demonstrate effective persuasive and informative communication and presentation skills

Contest Specifications for this Event

- The research paper must *not* exceed five (5) pages, double-spaced, single-sided numbered pages with one-inch margins (excluding the Title Page and Works Cited) and must follow the Report format in the *Style & Reference Manual*. Each research paper must also include a Title Page and Works Cited which follow the *Style & Reference Manual* format.
- Any research paper submitted beyond the maximum number of pages will be *disqualified*.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

970 Entrepreneurship Exploration

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted the Research Paper and Works Cited, formatted according to the <i>Style & Reference Manual</i> , and the required BPA Release Form(s) and AI Usage and Documentation Form.				/10
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Introduction	Lacks clarity or relevance; missing key background or purpose.	Clearly introduces the topic with relevant background and purpose.	Engaging and insightful introduction; sets a strong foundation for the paper.	/20
Production Information	Incomplete or unclear description of production processes or methods.	Adequate explanation of production details; logically organized.	Thorough and well-analyzed production information; includes visuals or data where appropriate.	/20
Customer Information	Vague or missing customer demographics, needs, or behavior.	Provides relevant customer data and insights.	Deep understanding of customer segments; includes analysis and implications.	/20
Marketing Information	Marketing strategies are underdeveloped or disconnected from the product.	Marketing plan is appropriate and aligned with the product and audience.	Creative and strategic marketing approach; includes rationale and potential impact.	/20
Financial Information	Financial data is incomplete, inaccurate, or lacks explanation.	Includes basic financials (costs, pricing, revenue) with reasonable accuracy.	Comprehensive financial analysis; includes projections, break-even analysis, and justification.	/20
Conclusion	Weak or missing summary; lacks reflection or final insights.	Summarizes key points and provides a logical closing.	Strong, reflective conclusion; reinforces main ideas and suggests future directions.	/20
Overall Appearance, Conciseness, and Completeness	Disorganized, overly wordy, or missing key sections.	Well-organized, concise, and complete.	Professionally presented; highly readable, polished, and thorough.	/20
TOTAL TECHNICAL POINTS				/150

970 Entrepreneurship Exploration Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed the Copyright and/or Fair Use Guidelines.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	The presentation lacks coherence, and the contestant's approach does not clearly convey a structured or purposeful flow.	The presentation has some gaps in organization, and the contestant's structure is occasionally unclear or inconsistent.	The presentation content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/15
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

975 Extemporaneous Speech

Description & Eligibility

Contestants will demonstrate communication skills in arranging, organizing, and presenting information orally and effectively without prior knowledge of the topic. Any middle level contestant may enter this judged event. The event may be repeated. Contestants may *not* enter both Extemporaneous Speech and Prepared Speech in the same year.

Contestant Must Supply

- Sharpened pencils, pens

Equipment/Supplies Provided

- Three (3) notecards per contestant
- Topics

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Length of event: no more than ten (10) minutes preparation, no less than two (2) and no more than four (4) minutes speech
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Communicate ideas clearly, professionally, and confidently through effective speaking skills
2. Apply professional communication strategies to develop a structured speech using storytelling, data visualization, and audience-focused messaging
3. Apply speaking techniques using appropriate tempo, pitch, and nonverbal gestures as needed

Contest Specifications for this Event

- Contestant will draw two (2) different business topics and select one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The event proctor will provide three (3) notecards. Notes can only be made on the notecards provided.
- Contestant will be provided ten (10) minutes to develop the topic. Notes can only be made on the notecards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the speech.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant.
- Cell phones may *not* be used in the preparation room.
- Contestant will be given warnings via flash cards when there is one (1) minute remaining and when there are thirty (30) seconds remaining during the speaking time.

975 Extemporaneous Speech Presentation Scoring Rubric

Required Elements (If any question results, in a NO please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 8-14 points	Above Expectations 15-20 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/20
Organization, Design & Structure	The speech lacks coherence, and the contestant's approach does not clearly convey a structured or purposeful flow.	The speech has some gaps in organization, and the contestant's structure is occasionally unclear or inconsistent.	The speech content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Speech demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Speech demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Speech demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Timing	Speech lasted no less than two (2) and no more than four (4) minutes.			/10
TOTAL PRESENTATION POINTS				/100

SPEECH WILL BE STOPPED AT FOUR (4) MINUTES

980 Prepared Speech

Description & Eligibility

Contestants will demonstrate professional public speaking and research-based communication skills by preparing and delivering a well-organized speech on a business, leadership, or professional development topic. Contestants will research credible sources, demonstrate understanding of their findings, and present a logically structured speech using effective verbal and nonverbal communication techniques. Evaluation will emphasize organization, delivery, audience engagement, ethical source use, and professionalism. The event may be repeated, but the topic may *not*. Contestants may *not* enter Extemporaneous Speech, Presentation Team, or Prepared Speech in the same year.

Contestant Must Supply

- One (1) copy of the Speech Outline, Works Cited formatted according to the *Style & Reference Manual* and BPA Release Form(s), and AI Usage and Documentation Form for each round (prelims and finals)
- Optional - Easel, flipchart, posterboard and props

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Length of event: no more than three (3) minutes setup, no less than three (3) and no more five (5) minute presentation
- Finals may be included at state and national levels
- Each state is allowed three (3) entries

Contest Competencies

1. Communicate ideas clearly, professionally, and confidently through effective speaking skills
2. Organize the speech using a clear introduction, body, and conclusion to create a coherent and engaging message
3. Use appropriate tempo, pitch, vocal variety, gestures, posture, and eye contact to support confident and professional delivery
4. Incorporate research, evidence, and credible sources to strengthen key points and support the overall message
5. Adapt content, tone, and delivery to meet the needs and expectations of the intended audience
6. Demonstrate professionalism and ethical communication by using original work, citing sources appropriately, and presenting respectfully

Contest Specifications for this Event

- Contestant may select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of *not* less than three (3) or more than five (5) minutes.
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each contestant's speech must be the result of his/her own efforts.
- Speech Outline and Works Cited *must* adhere to the *Style & Reference Manual*. Contestants must place their Contestant ID in the top-right corner of the header on the Works Cited and Speech Outline. (This addition is *not* noted in the *Style & Reference Manual*.)
- All copies must be printed in black ink on 8 1/2"x11" plain white paper. The copies should be collated and stapled as separate sets. No binders will be accepted.
- No materials other than the required submission may be left with judges.

Common Specifications for all BPA Judged Events

- The contestant is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- It is the policy of Business Professionals of America to comply with copyright laws. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestant(s) will be disqualified for violations of the guidelines.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

980 Prepared Speech Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 8-14 points	Above Expectations 15-20 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/20
Organization, Design & Structure	The speech lacks coherence, and the contestant's approach does not clearly convey a structured or purposeful flow.	The speech has some gaps in organization, and the contestant's structure is occasionally unclear or inconsistent.	The speech content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Timing	Setup lasted no more than three (3) and the speech is no less than three (3) and no more than five (5) minutes.			/10
TOTAL PRESENTATION POINTS				/100

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

SPEECH WILL BE STOPPED AT FIVE MINUTES

985 Presentation Team

Description & Eligibility

Teams will create an effective multimedia presentation on the provided topic. Any middle level contestant may enter this judged team event. A team will consist of two to four (2-4) contestants. Contestants may *not* participate in Presentation Team and Prepared Speech in the same year. Previous submissions may *not* be used for presentations. Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines or Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Your local parks and recreation department has a limited budget and an underused community space – it could be a park, a community center room, a library corner, or an outdoor courtyard. They have reached out to middle school students for fresh ideas on how to transform this space into something that students and families will want to use.

Develop a presentation that proposes a complete redesign of a community space of your choice. Your presentation must include the following but is not limited to:

- Description of the current space and why it is underused
- Your redesign concept – what will the new space look like and offer?
- Target users – who will benefit from this space and how?
- Estimated budget for the redesign, including furniture, equipment, and materials
- A fundraising or funding plan to help cover costs
- The positive impact this redesigned space will have on the community

Your team must convince the parks and recreation board to approve and fund your redesign proposal.

Team Must Supply

- One (1) copy of the Works Cited formatted according to the *Style and Reference Manual*, BPA Release Form(s), and AI Usage and Documentation Form for each round of the event (preliminary and final)
- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges
- Length of event: no more than three (3) minutes setup, no less than five (5) minutes and no more than seven (7) minutes oral presentation, no more than five (5) minutes judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Research, present findings and respond to questions
2. Collaborate effectively in a team environment to achieve project goals
3. Utilize technical skills to create a presentation
4. Apply fundamental financial principles and analyze data to support their planning and decision-making process

Contest Specifications for this Event

- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.)
- The presentation should use space, color, and text as design factors
- The use of graphics, including charts, must be a part of the presentation
- Format Works Cited according to *Style & Reference Manual*
- The use of costumes during presentations is *not* permitted

Common Specifications for all BPA Judged Events

- The team is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

**985 Presentation Team
Presentation Scoring Rubric**

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				☐ Y ☐ N
Team followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team contestant's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team contestant's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes and presentation lasted no less than five (5) and no more than seven (7) minutes.			/10
Team Members	At least two original team members were present during the presentation.			/5
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

990 Human Resource Exploration

Description & Eligibility

Contestants will create a letter requesting a job shadow experience and then be interviewed about what careers they are interested in. Any middle level contestant may enter this judged team event. This event may be repeated. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked.

Competitors Must Supply

- One (1) copy of the job shadow request letter formatted according to the *Style & Reference Manual* for each round of the event (preliminary and final)

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Length of event: no more than ten (10) minutes for interview
- Finals may be a part of the competition
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Job Shadow Request Letter - PDF Format	HRE-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

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

Contest Specifications for this Event

- Business cards, thank you notes, etc. are not permitted
- Job shadow experiences are available in all departments of Digital Solutions shown on the Organizational Chart found in the *Style and Reference Manual*
- Contestants may interview for any position listed on the organizational chart for which he/she would like to shadow
- Information in the request letter must be authentic; however, contestants may choose to use a fictitious personal address and telephone number
- Job shadow request letter requirements
 - The cover letter must be addressed as follows:
Ms. Julie Smith, Manager
Human Resources Department
Digital Solutions
1365 King Avenue
Columbus, OH 43212
 - Paragraph 1: Contestant will write an opening salutation and indicate the position for which he/she is applying for a job shadow experience and indicate his/her current career interests

- Paragraph 2: Contestant will write a personal statement (100 words or less) that includes a description of current abilities, skill sets, and goals
- Paragraph 3: Contestant will write a conclusion (summary) of job shadow request letter with closing salutation

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit Project Files at <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

990 Human Resource Exploration
Technical Scoring Rubric

Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted the Request Letter with Personal Statement in paragraph 2 (100 words or less) as PDF file.				/10
Letter is addressed correctly and formatted according to the <i>Style & Reference Manual</i> .				/10
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Paragraph 1: Position and Career Interest	Job shadow position and career interest are unclear, vague, or missing.	Clearly identifies the job shadow position and career interest with basic explanation.	Clearly and thoughtfully identifies the job shadow position and career interest; includes relevant context or connection to future goals.	/20
Paragraph 2: Personal Statement	Personal statement exceeds 100 words or lacks focus and conciseness.	Personal statement is 100 words or less; concise and relevant.	Personal statement is well within the limit; highly focused, impactful, and effectively communicates key points.	/20
Paragraph 2: Abilities and Skills	Abilities and skill sets are vague, irrelevant, or missing.	Clearly highlights relevant current abilities and skill sets.	Effectively showcases strengths with specific examples or achievements that align with career goals.	/20
Paragraph 2: Description of Goals	Goals are unclear, unrealistic, or missing.	Clearly describes relevant and realistic goals.	Goals are well-articulated, thoughtfully connected to career interests, and demonstrate ambition and direction.	/20
Paragraph 3: Closing	Conclusion is missing, unclear, or lacks a proper closing and salutation.	Provides a clear closing statement and includes a polite salutation.	Conclusion is thoughtful and professional; reinforces the message and ends with a strong, respectful salutation.	/20
TOTAL TECHNICAL POINTS				/120

990 Human Resource Exploration Presentation (Interview) Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy.				☐ Y ☐ N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
First Impression	Poor introduction; lacked positive first impression.	Adequate introduction; made a somewhat positive first impression.	Strong introduction; made a very positive first impression.	/30
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Applicant's Appearance	Not neat or well-groomed; inappropriate attire.	Somewhat neat and well-groomed; acceptable attire.	Neat, well-groomed, and appropriately attired.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Personality & Poise	Negative or insincere demeanor; poor posture and eye contact.	Generally positive and courteous; acceptable posture and eye contact.	Positive, courteous, sincere, confident; good posture and eye contact.	/30
Communication Skills	Poor grammar and pronunciation; unpleasant voice and tone.	Acceptable grammar and pronunciation; generally pleasant voice and tone.	Proper grammar and pronunciation; pleasant voice and tone.	/30
Skills & Qualifications	Lacking required job skills, work habits, and problem-solving abilities.	Demonstrated some required job skills, work habits, and problem-solving abilities.	Demonstrated strong job skills, good work habits, and problem-solving abilities.	/30
Evaluation Criteria	Below Expectations 0-39 points	Meets Expectations 40-79 points	Above Expectations 80-100 points	Points Awarded
Judges' Questions	Inadequate answers; little to no knowledge of the position or company; lack of initiative.	Acceptable answers; some knowledge of the position and company; demonstrated some initiative.	Appropriate and informed answers; good knowledge of the position and company; demonstrated initiative and enthusiasm	/100
Documentation	Submitted one (1) copy of the Request Letter at check in.			/10
TOTAL PRESENTATION POINTS				/250

Note: no more than ten (10) minutes for interview

995 Business Communication Skills Concepts (Open)

Description & Eligibility

Contestants will demonstrate a basic understanding of spelling, grammar and writing skills for business communication. Any middle level contestant may enter this objective event.

Contestant Must Supply

- Optional: Sharpened pencils, pens
- Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be disqualified.

Resources

- *Webster's New Collegiate Dictionary*

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Analyze professional written communications for clarity and accuracy, applying correct grammar, spelling, and tone across digital and traditional formats
2. Effectively analyze the use of verbal, nonverbal, and electronic communication
3. Demonstrate the importance of maintaining positive relationships in work environments
4. Demonstrate the job application process using digital platforms, networking tools, and application strategies

996 Business Fundamentals Concepts (Open)

Description & Eligibility

Contestants will demonstrate a basic understanding of foundational business knowledge. Any middle level contestant may enter this objective event.

Contestant Must Supply:

- Sharpened pencils or pen
- Cordless calculator: electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be *disqualified*.

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Analyze effective communication across multiple platforms using verbal, written, and visual strategies while fostering positive interpersonal relationships
2. Understand organizational, time-management, and digital literacy skills to ensure efficiency and reliability in an office environment
3. Understand principles of business law and ethical decision-making to ensure compliance and integrity in professional practices
4. Understand career development using digital job platforms, networking tools, and strategies for long-term professional growth
5. Understand foundational economic and financial literacy used to make informed personal and business decisions

997 Business Math Concepts (Open)

Description & Eligibility

Contestants will demonstrate a basic understanding of math skills used in everyday life and simple business situations. Any middle level contestant may enter this objective event.

Contestant Must Supply

- Sharpened No. 2 pencils
- Cordless calculator: electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be *disqualified*.

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Apply percentage concepts, including base and rate, to analyze data and solve real-world business and financial problems
2. Calculate and interpret simple and compound interest and perform currency conversions using real-time exchange rates
3. Convert measurements accurately between metric and U.S. customary systems for global business and technical applications
4. Analyze and interpret ratios to evaluate financial performance, operational efficiency, and data trends
5. Apply time calculations for scheduling, productivity analysis, and project management

998 Computer Literacy Concepts (Open)

Description & Eligibility

Contestants will demonstrate a basic understanding of computer terminology related to operating systems, hardware components, software applications, and digital citizenship. Any middle level contestant may enter this objective event.

Contestant Must Supply

- Sharpened pencils

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Identify and configure core hardware components and peripheral devices to support efficient, connected workflows
2. Assess, select, and utilize office productivity and business-specific software solutions, applying correct terminology and functionality
3. Apply ergonomic practices and efficient input techniques while maintaining cybersecurity and data protection standards
4. Explain emerging digital literacy concepts, operating systems, and technology trends, including data privacy and AI ethics
5. Apply copyright and intellectual property principles to ensure legal and ethical use of digital content

WORKPLACE SKILLS ASSESSMENT PROGRAM RECOMMENDATION PROCEDURES

How to Submit a Recommendation:

1. Input from local advisors and/or students for changes in workplace skills assessments shall be submitted on the Workplace Skills Assessment Program Recommendation Form located online at: **register.bpa.org by June 15.**
2. Recommendations for all changes in events and specifications must describe suggested wording change in the Secondary/Postsecondary Guidelines for the Workplace Skills Assessment Program.
3. Recommendations for all changes in the administration of workplace skills assessments must describe the suggested procedure to be followed by event administrators.
4. Recommendations, including a clearly stated rationale for all changes, must be completed and keyed with no abbreviations. Please attach all supporting documentation, if applicable. For example: if the recommendation concerns a form, refer to and attach the specific form; if it concerns a pilot test, refer to and attach the specific test.
5. Submitted recommendations must include:
 - a) specific recommendation
 - b) clearly stated rationale
6. Recommendations received after June 15, but prior to the summer CEAC meeting, must be distributed directly to each state advisor, CEAC representative, and the National Center.

How Recommendations are Answered:

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

WORKPLACE SKILLS ASSESSMENT PROGRAM PILOT PROCEDURE

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

WORKPLACE SKILLS ASSESSMENT PROGRAM

NEW EVENT PROPOSAL

NOTE: The Regional Level Test must be submitted with the New Event Proposal.

Proposal Information

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

Description

Provide a brief description of the proposed event.

Reference Sources

Source / Organization / Agency	Acronym	Website or Location of Information	Section, Chapter, etc. Referenced	Edition / Version Date
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		
21st Century Skills	C21			
All Aspects of the Industry	AA			
Other (as applicable)				

Key: *SCCI = States Career Cluster Initiative | NBEA = National Business Education Association | CCS = Common Core Standards | C21 = 21st Century Skills | AA = All Aspects of Industry*

Student Performance Standards

(Learner Outcomes or Knowledge and Skill Statements)

Learner Outcome / Knowledge and Skill Statement	SCCI	NBEA	CCS	C21	AA	Other
List all event-specific objectives and indicate linkage to a national standard.						

Competencies

Specific skills needed to compete in this event — 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.

ACADEMIC INTEGRITY POLICY

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

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

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

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

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

National BPA Academic Integrity Violation Procedures

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

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

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

ACADEMIC INTEGRITY VIOLATION FORM

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

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

REPORTER INFORMATION

Name: _____

Report Date: _____

Position Title: _____

Report Time: _____

Cell Phone: _____

Email: _____

VIOLATION INFORMATION

Contestant/Team Name: _____

Date(s) of Violation: _____

VIOLATION DESCRIPTION

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

CONTESTANT/TEAM INFORMATION

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

Contestant/Team Name: _____

Contestant/Team ID (if known): _____

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

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

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

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

Comments regarding committee sanctions:

Board Representative

Board Representative

National Officer

National Officer

Local Officer

Local Officer

Executive Director