

WORKPLACE SKILLS ASSESSMENT PROGRAM

SECONDARY | POSTSECONDARY
2026-2027

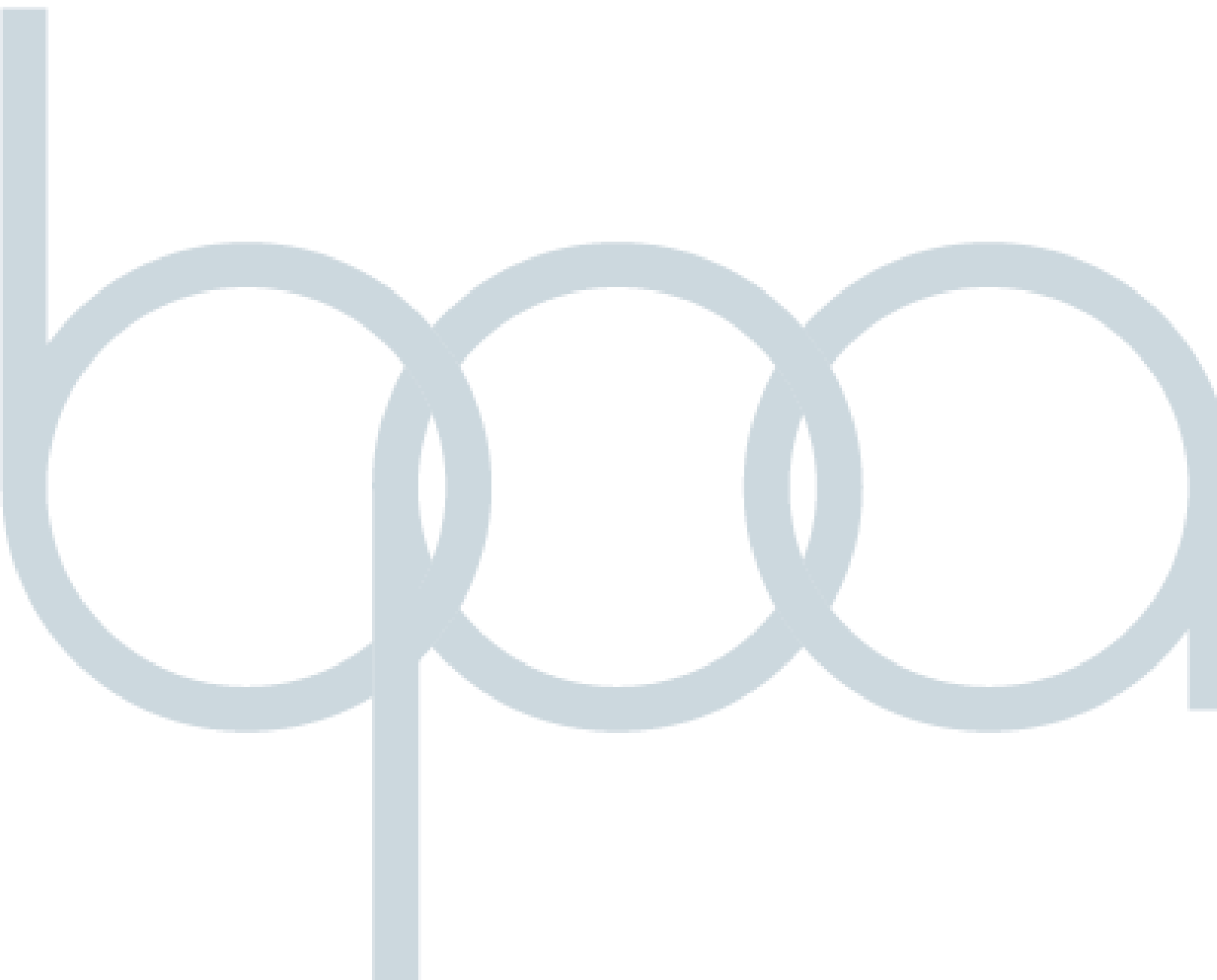


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INTRODUCTION

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 relations skills
- demonstrate a competitive spirit
- 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 their 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 Secondary and Postsecondary 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 Secondary and Postsecondary 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
- Events have been realigned to the AdvanceCTE Career Clusters (see below)

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)

Traditional Events

- New Event: 505 Sports Media Marketing Campaign (Pilot)
- A performance component added to national preliminary round for:
 - 300 Computer Network Technology, 305 Device Configuration and Troubleshooting, 310 Server Administration Using Microsoft®, 315 Network Administration Using Cisco®, 320 Computer Security, and 350 Linux Operating Systems Fundamentals
- 220 Legal Office Procedures, 715 Essential Workplace Skills, and 720 Advanced Workplace Skills-ARMA suggested resource added
- 610 Health Administration Procedures-added Medical Administrative Assistant certification
- Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org

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
- Legal documents added: Bill of Sale, Employment Agreement, Social Media Influencer Agreement and a Subpoena
- ARMA rules removed. Suggested resource provided in the guidelines
- 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

FINANCIAL SERVICES

100 Fundamental Accounting
105 College Accounting
110 Advanced Accounting
115 Advanced College Accounting
125 Payroll Accounting
135 Managerial Accounting
145 Banking and Finance

150 Financial Analyst Team
155 Economic Trends Research Individual
(formerly 155 Economic Research Individual)
160 Economic Trends Research Team
(formerly 160 Economic Research Team)
165 Personal Financial Management
190 Financial Services Concepts
(formerly 190 Financial Math and Analysis)

MANAGEMENT & ENTREPRENEURSHIP

- 200 Integrated Office Applications
(formerly 215)
- 205 Fundamental Spreadsheet Applications
(formerly 230)
- 210 Advanced Spreadsheet Applications
(formerly 235)
- 215 Database Applications
(formerly 240)
- 220 Legal Office Procedures
(formerly 245)
- 225 Administrative Support Team
(formerly 255)
- 230 Administrative Trends Research Individual
(formerly 260 Administrative Support Research Individual)
- 235 Business Law and Ethics
(formerly 265)
- 240 Entrepreneurship
(formerly 505)
- 245 Small Business Strategy Team
(formerly 510 Small Business Management Team)
- 250 Parliamentary Procedure Team
(formerly 550)
- 290 Management & Entrepreneurship Concepts
(replaced 290 Administrative Support Concepts)
- 291 Parliamentary Procedure Concepts
(formerly 592)
- 292 Project Management Concepts
(formerly 593)
- 293 Meeting and Event Planning Concepts
(formerly 590)

DIGITAL TECHNOLOGY

- 300 Computer Network Technology
- 305 Device Configuration and Troubleshooting
- 310 Server Administration Using Microsoft®
- 315 Network Administration Using Cisco®
- 320 Computer Security
- 325 Network Design Team
- 330 C# Programming
- 335 C++ Programming
- 340 Java Programming
- 345 SQL Database Fundamentals
- 350 Linux Operating Systems Fundamentals
- 355 Python Programming
- 360 HTML and CSS Coding
(formerly 415 Fundamentals of Web Design)
- 365 Website Design and Development Team
(formerly 435 Website Design Team)
- 390 Digital Technology Concepts
(formerly 391 Information Technology Concepts)
- 391 Computer Programming Concepts
(formerly 390)

ARTS, ENTERTAINMENT, & DESIGN

- 400 Fundamental Desktop Publishing
- 405 Advanced Desktop Publishing

- 410 Graphic Design Promotion
- 420 Digital Media Production
- 425 3D Computer Modeling
(Added “3D”)
- 430 Video Production Team
- 440 3D Computer Animation Team
(Added “3D”)
- 445 Broadcast News Production Team
- 450 Podcast Production Team
- 455 User Experience Design Team
- 460 Visual Design Team
- 490 Arts, Entertainment & Design Concepts
(formerly 490 Digital Comm. and Design Concepts)

MARKETING & SALES

- 500 Global Marketing Strategy Team
(formerly 500 Global Marketing Team)
- 505 Sports Media Marketing Team (Pilot)
(new event)
- 510 Industry Pitch Team
(formerly 560 Presentation Team)
- 590 Marketing & Sales Concepts
(formerly, in part, 591 Management, Marketing and HR Concepts and 594 Digital Marketing Concepts)

HEALTHCARE & HUMAN SERVICES

- 600 Medical Coding
- 605 Health Insurance and Medical Billing
- 610 Health Administration Procedures
- 615 Health Trends Research Presentation
(formerly 615 Health Research Presentation)
- 690 Healthcare & Human Services Concepts
(formerly 690 Health Administration Concepts)

CAREER READY SKILLS

- 700 Fundamental Word Processing
(formerly 200)
- 705 Intermediate Word Processing
(formerly 205)
- 710 Advanced Word Processing
(formerly 210)
- 715 Essential Workplace Skills
(formerly 220 Basic Office Systems & Procedures)
- 720 Advanced Workplace Skills
(formerly 225 Adv. Office Systems & Procedures)
- 725 Interview Skills
(formerly 515)
- 730 Advanced Interview Skills
(formerly 520)
- 735 Extemporaneous Speech
(formerly 525)
- 740 Contemporary Issues
(formerly 530)
- 745 Human Resource Management
(formerly 535)
- 750 Ethics and Professionalism
(formerly 540)

- 755 Prepared Speech
(formerly 545)
- 760 Presentation Individual
(formerly 555)
- 790 Career Ready Skills Concepts (Pilot) (*New Event*)

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

- 996 Business Fundamentals Concepts
- 997 Business Math Concepts
- 998 Computer Literacy Concepts

VIRTUAL EVENTS

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

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

Secondary contestants may participate in a total of two events, and postsecondary contestants may participate in a total of three 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 who achieve at least 90 percent. Refer to the 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 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 people serving as administrators, proctors, or authorized personnel will be admitted into the event room. Contestants may be *disqualified* for communicating with people other than administrators, 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, 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, any contestant included in the project must submit a BPA Release Form; 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. Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

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

Financial Services

150 Financial Analyst Team
155 Economic Trends Research Individual
160 Economic Trends Research Team

Management & Entrepreneurship

230 Administrative Trends Research Project
240 Entrepreneurship
245 Small Business Strategy Team
250 Parliamentary Procedure Team

Digital Technology

325 Network Design Team

Arts, Entertainment, & Design

410 Graphic Design Promotion
420 Digital Media Production
425 3D Computer Modeling
430 Video Production Team
440 3D Computer Animation Team
445 Broadcast News Production Team
450 Podcast Production Team
455 User Experience Design Team
460 Visual Design Team

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 for everyone 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.

Marketing & Sales

500 Global Marketing Strategy Team
505 Sports Media Marketing Team
510 Industry Pitch Team

Health Administration

615 Health Trends Research Presentation

Career Ready Skills

725 Interview Skills
730 Advanced Interview Skills
735 Extemporaneous Speech
740 Contemporary Issues
745 Human Resource Management
750 Ethics and Professionalism
755 Prepared Speech
760 Presentation Individual

Pre-submitted Events

155	Economic Trends Research Individual	440	3D Computer Animation Team
160	Economic Trends Research Team	445	Broadcast News Production Team
230	Administrative Trends Research Project	450	Podcast Production Team
240	Entrepreneurship	455	User Experience Design Team
325	Network Design Team	460	Visual Design Team
410	Graphic Design Promotion	500	Global Marketing Strategy Team
420	Digital Media Production	505	Sports Media Marketing Team (Pilot)
425	3D Computer Modeling	725	Interview Skills
430	Video Production Team	730	Advanced Interview Skills

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 in the event guidelines.

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.

150 Financial Analyst Team

Lifted Technologies is a startup developing AI-powered diagnostic tools for rural healthcare providers. The company offers a subscription-based software platform (SaaS) and specialized medical scanning equipment to clinics underserved by traditional healthcare infrastructure. After three years of operations, *Lifted Technologies* has gained a strong client base in the Midwest and Southeast and is now seeking Series B funding to scale nationally. The company carries significant investment in patents and equipment as it continues to invest heavily in research and development. Leadership must now decide between pursuing venture capital funding, securing a bank loan, or entering a strategic partnership with a larger healthcare company to finance their national expansion.

155 Economic Trends Research Individual

The Gig Economy and Income Stability. How has the rise of gig work (Uber, DoorDash, freelance platforms) reshaped traditional employment models, and what are the long-term economic implications for workers who forgo traditional benefits, pensions, and job security in favor of flexible, independent income streams?

160 Economic Trends Research Team

Global supply chain disruptions and geopolitical tensions are causing some political and business leaders to push the U.S. toward reshoring manufacturing and economic deglobalization. Is this a sustainable strategy for long-term growth in the US?

230 Administrative Trends Research Project

Research how administrative support professionals are uniquely vulnerable to workplace stress and burnout due to the high-demand, multi-tasking nature of their roles. Explore the organizational and personal strategies that can promote wellness, resilience, and long-term career sustainability.

245 Small Business Strategy Team

SmartNest Dynamics, founded by Evan Harper, is a smart-home installation and support company that has grown steadily over the past three years. The team installs smart lighting, climate control, security systems, entertainment setups, and whole-home automation for homes and small offices in a fast-growing suburban metro area. Known for reliable, high-quality service, *SmartNest Dynamics* is typically booked 2–3 weeks out, and subscription services now make up 40% of revenue. The company currently has six installers and two support staff.

Even with strong demand, Evan is reaching a turning point. *SmartNest Dynamics* is busier than ever and keeping up is difficult. Heavy installer workloads, rising support requests, and Evan's responsibilities with scheduling, communication, training, and inventory make planning ahead challenging. Meanwhile, new opportunities—smart-office installations, AI-powered features, and subscription growth—are emerging, but current systems and staffing may not fully support a large expansion.

Evan hopes to grow *SmartNest Dynamics* sustainably improving operations, exploring new technology options, and maintaining the company's strong reputation. He has hired your team to recommend a strategic growth plan for the coming year.

325 Network Design Team

Cindershore Esports & Entertainment, headquartered in New York, New York, is a fast-growing organization that operates three flagship esports arenas inside major entertainment districts in Atlanta, Georgia; Denver, Colorado; and Phoenix, Arizona. Each arena hosts competitive gaming tournaments, live-streamed events, and public gaming lounges. Currently, each location relies on a patchwork of ISP-provided routers, unmanaged switches, and consumer-grade Wi-Fi access points, resulting in high latency during tournaments, inconsistent streaming quality, frequent network outages during peak events, and no centralized visibility or control across locations.

As part of their 2027 expansion, *Cindershore* plans to open three additional arenas in Charlotte, North Carolina; Sacramento, California; and Minneapolis, Minnesota. These new facilities will be purpose-built, approximately 8,000 square feet each, and will include a main tournament floor with 64 high-performance gaming stations, a broadcast studio for live streaming and commentary, a VIP lounge with premium internet access, administrative offices, and a public café area with complimentary Wi-Fi.

365 Website Design and Development Team

Marlowby: Explore Your City, One Box at a Time. *Marlowby* is a new subscription service that highlights the best local products, small businesses, and cultural experiences from cities across the United States. Every month, subscribers receive a curated box featuring items from a different U.S. city. *Marlowby* is launching soon, and they need your team to design their official website.

Your goal is to create a website that is visually engaging, easy to navigate, and clearly explains how *Marlowby* works. Your design should help potential customers understand the service, learn about subscription options, and get excited about joining the *Marlowby* community.

410 Graphic Design Promotion

Launch of an Esports Team. A new fictional esports team is preparing to compete in national gaming tournaments and needs a strong promotional theme to build fan excitement and team recognition. Your task is to develop and illustrate a cohesive theme that reflects the team's identity, competitive spirit, and gaming culture.

The theme should appeal to a primary audience of teen gamers ages 13–18. All designs must be original and may not replicate or closely imitate existing esports team logos, trademarks, or copyrighted materials.

420 Digital Media Production

Produce a one-to-two (1:00-2:00) minute informational video explaining how AI is used in everyday life (school, work, entertainment) and how individuals can responsibly interact with emerging technologies. The target audience is middle school and high school students who are beginning to interact with AI technologies in academic and personal settings.

425 Computer Modeling

Design a "Future Digital Workspace". A 3D model showcasing what work environments might look like in 2057 with digital innovation at the core. Model must include:

- A primary workspace area
- A collaborative or meeting area
- At least one digital/interactive system
- Environmental design elements (lighting, structure, or layout supporting workflow)

All entries must consist of original student-designed 3D models and scenes. The use of generative AI tools is not permitted at any stage of production, including concept generation, model creation, texture creation, or scene assembly (e.g., text-to-3D, image-to-3D, AI-generated assets, or automated environment builders). Standard industry 3D software tools may be used.

430 Video Production Team

Create a three to five (3:00-5:00) minute video that reveals what is not usually seen behind digital spaces such as social media, gaming, artificial intelligence, influencers, or online learning.

Your video should help viewers understand the hidden work, challenges, or realities that exist behind digital platforms and online experiences.

The video must include interactive elements that allow the viewer to explore different layers of information or perspectives. Suggested interactive elements (but not limited to): QR Codes, Calls-to-action (Visit our website or follow us on social media), Polls or questions displayed in the video

Videos should demonstrate creativity, effective storytelling, and appropriate use of interactive digital media elements. Topics must be appropriate for a high school audience and align with the mission and values of Business Professionals of America.

440 3D Computer Animation Team

Your local community is planning to build a new non-profit animal shelter to better serve abandoned, injured, and homeless animals. The goal of this shelter is not only to provide housing and medical care but also to promote adoption, education, and community involvement.

Your team has been selected to design and animate a 2-minute 3D model of this new animal shelter to help city leaders and donors visualize the facility before construction begins.

445 Broadcast News Production Team

Produce a three-to-five (3:00-5:00) minute news broadcast highlighting student entrepreneurship and innovation. Feature young entrepreneurs from your school, community, or region who have launched businesses, apps, organizations, or creative ventures.

450 Podcast Production Team

Create a three-to-five (3:00-5:00) minute podcast episode exploring common myths about teenagers' use of technology and comparing them to real experiences, facts, and perspectives.

455 User Experience Design Team

BalanceMe is a digital wellness experience designed for Gen Z, built around awareness, intention, and emotional well-being. Instead of restricting screen time or shaming users, *BalanceMe* helps students build healthier digital habits through personalized insights, mood check-ins, flexible goals, and encouraging nudges. Our educational website teaches practical digital wellness strategies, while our app and social media campaign promote balanced, intentional technology use in a positive, relatable way."

Your team has been hired as a digital experience design agency to design a prototype that educates users, supports self-awareness, and promotes balance across devices and platforms.

460 Visual Design Team

PixelPlay Gaming Café is a startup gaming lounge designed for competitive and casual gamers, digital creatives, and esports enthusiasts. The café offers hourly rentals of PC and console play, organized tournaments, and curated digital art displays featuring local and student artists.

PixelPlay's leadership team has contracted your visual design team to develop a complete branding package that establishes a strong, recognizable identity and appeals to a young adult audience ages 16–25, while remaining professional, inclusive, and allows scalable for future growth.

500 Global Marketing Team

A fictional European climate-tech startup, *UpWardLink Solutions*, has developed EcoSphere, an AI-driven platform designed to help small and medium-sized businesses measure, report, and reduce their carbon footprint. EcoSphere automates emissions tracking, provides industry-specific reduction strategies, and connects companies with certified sustainability partners.

As governments worldwide tighten environmental reporting regulations, including expanded ESG requirements, carbon taxes, and supply chain transparency laws, demand for affordable emissions-management tools is surging. While EcoSphere has gained rapid adoption in the European Union, the company is now preparing for global expansion into new markets where sustainability compliance is becoming increasingly urgent.

505 Sports Media Marketing Team

NextGen Athlete is a fictitious sports marketing agency representing a talented young professional athlete who recently gained national attention following a breakout season. While the athlete's on-field performance has generated excitement among fans, their personal brand and media presence are still developing.

Your consulting firm has been hired to develop a sports media marketing campaign designed to strengthen the athlete's personal brand and increase fan engagement. Your campaign should demonstrate how sports media marketing strategies can build brand loyalty, expand the athlete's audience, and create opportunities for partnerships and sponsorships.

510 Industry Pitch

PulsePeak Events is a fictitious startup entertainment company planning to launch a two-day outdoor music festival designed to attract Gen Z and young millennial audiences. The event will feature emerging artists, regional performers, local food vendors, and interactive fan experiences intended to generate strong social media engagement.

The founders believe there is an opportunity to build a festival brand focused on music discovery, shareable experiences, and strong digital promotion. If successful, *PulsePeak Events* could expand to additional cities in future years. *PulsePeak Events* is planned for a mid-sized metropolitan area with a strong youth and college population and an active live entertainment scene. Revenue may come from several sources including ticket sales, sponsorships, vendor fees, merchandise, and VIP experiences. However, launching a new festival presents challenges such as attracting attendees in its first year, securing sponsors, managing event costs, and competing with established entertainment events.

Your consulting firm has been hired to develop and present an investor-ready pitch for *PulsePeak Events*. Your pitch should explain the business opportunity, target market, competitive landscape and *PulsePeak Events*' competitive advantage, marketing strategy, revenue model, estimated startup costs, and financial projections.

Teams should present their concept as if they are seeking investment funding for the proposed venture. Teams may make reasonable assumptions where data is not provided; however, assumptions should be reasonable, clearly explained, and supported by research where possible.

Teams must develop their pitch based on the *PulsePeak Events* business concept described in this case study. Presentations proposing an unrelated business idea will not be evaluated. The focus of the presentation should be the business opportunity and investment potential of *PulsePeak Events* rather than only the event logistics.

615 Health Research Presentation

Accelerating Pediatric Cancer Research Through Collaboration. You are part of a healthcare foundation focused on advancing childhood cancer research. Prepare a presentation examining how collaboration among hospitals, researchers, pharmaceutical companies, nonprofit organizations, and patient advocacy groups contributes to medical breakthroughs. Analyze challenges that limit collaboration and data sharing. Evaluate the impact of research partnerships on treatment development and patient outcomes. Finally, recommend strategies to strengthen collaboration and accelerate the development of new therapies for children with cancer.

760 Presentation Individual

Entrepreneurship is often portrayed as a fast track to independence and innovation, fueled by social media, online marketplaces, and digital tools. Starting a business has become more common and more visible than ever with the help of social media, online marketplaces, and digital tools to sell products, offer services, and promote ideas. Many young people see entrepreneurship as a way to earn income, be creative, and work independently.

However, owning a business also comes with challenges. Entrepreneurs must take financial risks, understand their market, follow laws and regulations, and handle uncertainty. Many new businesses struggle or fail because of high costs, competition, or poor planning.

Your challenge: Create a professional presentation that explores what entrepreneurship really looks like today. Use research from reliable sources along with real-world examples or personal observations to explain both the benefits and the challenges of starting and running a business. Highlight why people choose to become entrepreneurs, the risks/challenges entrepreneurs face, how technology affects entrepreneurship, and identify skills/traits needed to be a successful entrepreneur.

Finish your presentation by sharing three practical tips for students who are interested in starting a business in the future.

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 video 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	Email 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.

 BUSINESS PROFESSIONALS of AMERICA Giving Purpose to Potential													
EVENTS-AT-A-GLANCE	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	Event Division	Certification Component	Release Forms	AI Documentation Form	
Virtual Events													
Vo1 Virtual Multimedia and Promotion Individual	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo2 Virtual Multimedia and Promotion Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo3 Virtual Game Development Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo4 Virtual Web Application Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo5 Virtual Mobile Applications	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo6 Virtual Promotional Photography	3 / --	7	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo7 Virtual Cybersecurity/Digital Forensics	3 / --	10	5	Y	Y	N	Y	Unlimited	S PS	N	Y	Y	
Vo8 Virtual Start-up Enterprise Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Vo9 Virtual Financial Portfolio Management Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
V10 Virtual Branding Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
V11 Virtual 2D Animation Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
V12 Virtual Social Media Marketing Campaign Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	Y	Y	Y	
V13 Virtual Esports Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
V14 Virtual Ethical Leadership & Decision-Making Team	3 / --	10	5	Y	Y	Y	Y	Unlimited	S PS	N	Y	Y	
V15 Virtual Interview & Digital Portfolio Design	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
V16 Virtual Artificial Intelligence Team	3 / --	10	5	Y	Y	--	Y	Unlimited	S PS	N	Y	Y	
Financial Services													
100 Fundamental Accounting	10/10	90	--	N	N	Y	N	Per State	S	N	N	N	
105 College Accounting	10/10	90	--	N	N	Y	N	Per State	PS	N	N	N	
110 Advanced Accounting	10/10	90	--	Y	N	Y	N	Per State	S	N	N	N	
115 Advanced College Accounting	10/10	90	--	Y	N	Y	N	Per State	PS	N	N	N	
125 Payroll Accounting	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N	
135 Managerial Accounting	10/10	90	--	Y	N	Y	N	Per State	PS	N	N	N	
145 Banking and Finance	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N	
150 Financial Analyst Team	3/--	30/10	10	Y	Y	--	Y	3	S PS	N	Y	Y	
155 Economic Trends Research Individual	3/--	7	5	Y	Y	--	Y	3	S	N	Y	Y	
160 Economic Trends Research Team	3/--	7	5	Y	Y	--	Y	3	S	N	Y	Y	
165 Personal Financial Management	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N	
190 Financial Services Concepts (Open)	--	60	--	Y	N	N	N	Unlimited	S PS	N	N	N	
Management & Entrepreneurship													
200 Integrated Office Applications	10/10	90	--	Y	Y	Y	--	Per State	S PS	Y	N	N	
205 Fundamental Spreadsheet Applications	10/10	90	--	N	N	Y	--	Per State	S PS	Y	N	N	
210 Advanced Spreadsheet Applications	10/10	90	--	Y	N	Y	--	Per State	S PS	Y	N	N	
215 Database Applications	10/10	90	--	Y	N	Y	--	Per State	S PS	N	N	N	
220 Legal Office Procedures	10/10	60	--	Y	Y	Y	--	Per State	S PS	N	N	N	
225 Administrative Support Team	10/10	90	--	Y	Y	Y	--	3	S PS	N	N	N	
230 Admin. Support Research Project	3/--	7	5	Y	Y	--	--	3	S	N	Y	Y	
235 Business Law and Ethics	10/10	60	--	Y	N	Y	--	Per State	S PS	N	N	N	

 BUSINESS PROFESSIONALS of AMERICA Giving Purpose to Potential EVENTS-AT-A-GLANCE	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	Event Division	Certification Component	Release Forms	AI Documentation Form
240 Entrepreneurship	3/--	5-7	5	Y	N	N	Y	3	S PS	Y	Y	Y
245 Small Business Strategy Team	5/--	30/10	10	Y	N	N	Y	3	S PS	N	Y	Y
250 Parliamentary Procedure Team	--	15/15	5	Y	N	Y	N	3	S	N	Y	Y
290 Management & Entrepreneurship Concepts	--	60	--	Y	N	N	Y	Unlimited	S PS	N	N	N
291 Parliamentary Procedure Concepts	--	60	--	Y	N	N	Y	Unlimited	S PS	N	N	N
292 Project Management Concepts	--	60	--	Y	N	N	Y	Unlimited	S PS	N	N	N
293 Meeting and Event Planning Concepts	--	60	--	Y	N	N	Y	Unlimited	S PS	N	N	N
Digital Technology												
300 Computer Network Technology	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
305 Device Configuration and Troubleshooting	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
310 Server Administration Using Microsoft®	--	60	--	Y	N	Y	N	Per State	S PS	N	N	N
315 Network Administration Using Cisco®	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
320 Computer Security	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
325 Network Design Team	3/--	30/10	10	Y	N	Y	N	Per State	S PS	N	Y	Y
330 C# Programming	10/10	90	--	Y	N	Y	N	Per State	S PS	Y	N	N
335 C++ Programming	10/10	90	--	Y	N	Y	N	Per State	S PS	N	N	N
340 Java Programming	10/10	90	--	Y	N	Y	N	Per State	S PS	Y	N	N
345 SQL Database Fundamentals	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
350 Linux Operating System Fundamentals	--	60	--	Y	N	Y	N	Per State	S PS	Y	N	N
355 Python Programming	10/10	90	--	Y	N	Y	N	Per State	S PS	Y	N	N
360 HTML and CSS Coding	--	90	--	Y	N	Y	N	Per State	S PS	Y	N	N
365 Website Design and Development Team	3/--	10	5	Y	N	Y	N	Per State	S PS	N	Y	Y
390 Digital Technology Concepts (Open)	--	60	--	Y	N	Y	N	Unlimited	S PS	N	N	N
390 Computer Programming Concepts (Open)	--	60	--	Y	N	Y	N	Unlimited	S PS	N	N	N
Arts, Entertainment, & Design												
400 Fundamental Desktop Publishing	10/10	90	--	N	N	Y	N	Per State	S PS	Y	N	N
405 Advanced Desktop Publishing	10/10	90	--	Y	N	Y	N	Per State	S PS	Y	N	N
410 Graphic Design Promotion	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
420 Digital Media Production	3/--	10	5	Y	Y	--	Y	3	S PS	N	Y	Y
425 3D Computer Modeling	3/--	6	5	Y	Y	--	Y	3	S	N	Y	Y
430 Video Production Team	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
440 3D Computer Animation Team	3/--	6	5	Y	Y	--	Y	3	S	N	Y	Y
445 Broadcast News Production Team	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
450 Podcast Production Team	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
455 User Experience Design Team	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
460 Visual Design Team	3/--	6	5	Y	Y	--	Y	3	S PS	N	Y	Y
490 Arts, Communication, & Design Concepts (Open)	--	60	--	Y	N	N	N	Unlimited	S PS	N	N	N
Marketing & Sales												
500 Global Marketing Strategy Team	3/--	10	5	Y	Y	--	Y	3	S	N	Y	Y
505 Sports Media Marketing Team	3/--	10	5	Y	Y	--	Y	3	S PS	N	Y	Y
510 Industry Pitch Team	3/--	7	5	Y	Y	--	Y	3	S PS	N	Y	Y
591 Marketing & Sales Concepts (Open)	--	60	--	Y	N	N	N	Unlimited	S PS	N	N	N

 BUSINESS PROFESSIONALS of AMERICA Giving Purpose to Potential EVENTS-AT-A-GLANCE	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	Event Division	Certification Component	Release Forms	AI Documentation Form
Healthcare & Human Services												
600 Medical Coding	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N
605 Health Insurance and Medical Billing	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N
610 Health Administration Procedures	10/10	60	--	Y	N	Y	N	Per State	S PS	N	N	N
615 Health Research Presentation	3/--	7-10	5	Y	Y	--	Y	3	S PS	N	Y	Y
690 Healthcare & Human Services Concepts	--	60	--	Y	N	N	N	Unlimited	S PS	N	N	N
Career Ready Skills												
700 Fundamental Word Processing	10/10	60	--	N	Y	Y	N	Per State	S PS	Y	N	N
705 Intermediate Word Processing	10/10	60	--	N	Y	Y	N	Per State	S PS	Y	N	N
710 Advanced Word Processing	10/10	90	--	Y	Y	Y	N	Per State	S PS	Y	N	N
715 Essential Workplace Skills	10/10	90	--	N	Y	Y	N	Per State	S PS	Y	N	N
720 Advanced Workplace Skills	10/10	90	--	Y	Y	Y	N	Per State	S PS	Y	N	N
725 Interview Skills	--/--	--	15	N	N	--	N	3	S PS	N	N	N
730 Advanced Interview Skills	--/--	--	15	Y	N	--	N	3	S PS	Y	N	N
735 Extemporaneous Speech	10/--	2-4	--	Y	N	N	N	3	S	N	N	N
740 Contemporary Issues	10/--	3-5	--	Y	N	N	N	3	PS	N	N	N
745 Human Resource Management	20/--	3-5	3	Y	N	Y	N	3	S PS	N	N	N
750 Ethics and Professionalism	20/--	5-7	3	Y	N	Y	N	3	S PS	N	N	N
755 Prepared Speech	1/--	5-7	--	Y	Y	--	N	3	S PS	N	Y	Y
760 Presentation Individual	3/--	7-10	5	Y	Y	--	Y	3	S PS	N	Y	Y
790 Career Ready Skills Concepts	--	60	--	Y	N	N	N	Unlimited	S PS	N	N	N

Y = Yes

N = No

S = Secondary

PS = Postsecondary

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.

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

The dates listed are **national deadlines**. Check with your state advisor to determine regional/district and state deadlines. Please be aware that states may require 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
Administrative Trends Research Project	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Advanced Interview Skills	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Broadcast News Production Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
3D Computer Animation Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
3D Computer Modeling	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Digital Media Production	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Economic Trends Research Individual	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Economic Trends Research Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Entrepreneurship	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Global Marketing Strategy Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Graphic Design Promotion	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Interview Skills	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Network Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Podcast Production Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
User Experience Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Video Production Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Visual Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org
Website Design and Development Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2027	https://upload.bpa.org

NATIONAL 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 under the team captain's Contestant ID.			
Event	What to Submit at https://upload.bpa.org	Saved File Naming Conventions	Bring to Conference *Copies below must be brought for both preliminaries and finals
Finance Services (100s)			
155 Economic Trends Research Individual	Research Paper, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	ETRI-ContestantID.pdf	Not Required
160 Economic Trends Research Team	Research Paper, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	ETRT-TeamID.pdf	Not Required
Management & Entrepreneurship (200s)			
230 Administrative Trends Research Individual	Research Paper, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	ATRI-ContestantID.pdf	Not Required
240 Entrepreneurship	Business Plan, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	ENT-ContestantID.pdf	Supplemental Documentation
Digital Technology (300s)			
325 Network Design Team	Written Proposal, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	NDT-TeamID.pdf	Not Required
365 Website Design and Development Team	URL to Project (including any necessary login credentials), Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	WDDT-TeamID.pdf	Not Required
Arts, Entertainment, & Design (400s)			
410 Graphic Design Promotion	All Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form saved as PDFs and bundled together in a single ZIP file.	GDP-ContestantID.zip	Not Required
420 Digital Media Production	URL to Project, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	DMP-ContestantID.pdf	Not Required
425 3DComputer Modeling	URL to Project, Concept Art, One Page Profile, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	CM-ContestantID.pdf	Not Required
430 Video Production Team	URL to Project, Storyboard, Script, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	VPT-TeamID.pdf	Not Required
440 3D Computer Animation Team	URL to Project Files, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	CAT-TeamID.pdf	Not Required
445 Broadcast News Production Team	URL to Project, Script/Creative Brief, Works Cited, and BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	BNPT-TeamID.pdf	Not Required

Event	What to Submit at https://upload.bpa.org	Saved File Name	Bring to Conference *Copies below must be brought for BOTH preliminaries and finals
Arts, Entertainment, & Design (400s) (continued)			
450 Podcast Production Team	URL to Project, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	PPT-TeamID.pdf	Not Required
455 User Experience Design Team	URL to Project, One Page Profile, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	UEDT-TeamID.pdf	Not Required
460 Visual Design Team	Logo with tagline, three (3) additional promotional items, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form saved as PDFs and bundled together in a single ZIP file.	VDT-TeamID.zip	Not Required
Marketing & Sales (500s)			
500 Global Marketing Team	Marketing Plan, Works Cited, BPA Release Form(s), and AI Usage and Documentation Form in one combined PDF file.	GMT-ContestantID.pdf	Supplemental Documentation
Career Ready Skills (700s)			
725 Interview Skills	Cover Letter and Resume in one combined PDF file.	IS-ContestantID.pdf	Cover Letter and Resume
730 Advanced Interview Skills	Cover Letter and Resume in one combined PDF file.	AIS-ContestatID.pdf	Cover Letter and Resume, Portfolio <i>(must not be left with judges)</i>

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 Virtual Game Design Development	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 Virtual 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 Virtual 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 Virtual Promotional Photography	Original Photo, Edited Photo, along with one combined PDF of the Works Cited, BPA Release Form(s), and AI Usage and Documentation Form.	VO6-ContestantID-Original.jpg VO6-ContestantID-Edited.jpg VO6-ContestantID.pdf
VO7 Virtual Cybersecurity / Digital Forensics	NO UPLOADS REQUIRED	
VO8 Virtual 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 Virtual 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 Virtual 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 Virtual Social Media Marketing 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 Virtual 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 Virtual 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.	V16-TeamID.pdf

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

NLC 2027 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>
Administrative Support Team (225)	MS Office 2021
Advanced Desktop Publishing (405)	Adobe InDesign, Illustrator, Photoshop
Advanced Workplace Skills (720)	MS Word 2021
Advanced Spreadsheet Applications (210)	MS Excel 2021
Advanced Word Processing (710)	MS Word 2021
Basic Workplace Skills (715)	MS Word 2021
Database Applications (215)	MS Access 2019
Fundamental Desktop Publishing (400)	Adobe InDesign, Illustrator, Photoshop
Fundamental Spreadsheet Applications (205)	MS Excel 2021
Fundamental Word Processing (700)	MS Word 2021
Fundamentals of Web Design and Development (365)	Notepad
Health Administration Procedures (610)	MS Word 2021
Integrated Office Applications (200)	MS Office 2021
Intermediate Word Processing (705)	MS Word 2021
Legal Office Procedures (220)	MS Word 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 portable printer, software, extension cords, power strips, paper, etc.) as outlined in event guidelines. Printers are *not* needed for any programming contests in Management Information Systems. Electrical power is provided. Carry-in and setup of equipment must be done solely by the contestant(s) and must take place within the time allotted for orientation/warm-up.

Business Professionals of America assume no responsibility for hardware/software provided by the 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 2027 REQUIRED INDUSTRY CERTIFICATION ALIGNMENTS AND OBJECTIVES

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
Advanced Interview Skills (725)	Professional Communication
Advanced Spreadsheet Applications (210)	Microsoft Office Specialist Excel 365 Expert
Advanced Word Processing (710)	Microsoft Office Specialist Word 365 Expert
*Computer Network Technology (300)	IT Specialist - Networking
*Computer Security (320)	IT Specialist - Cyber Security
*C# Programming (330)	IT Specialist - Software Development
*Device Configuration and Troubleshooting (305)	IT Specialist - Device Configuration and Management
Entrepreneurship (240)	Entrepreneurship and Small Business (ESB)
*HTML and CSS Coding (360)	IT Specialist - HTML and CSS
Fundamental Spreadsheet Applications (205)	Microsoft Office Specialist Excel 365 Associate
Health Administration Procedures (610)	Medical Administrative Assistant
Integrated Office Applications (200)	Microsoft Office Specialist PowerPoint 365 Associate
Intermediate Word Processing (705)	Microsoft Office Specialist Word 365 Associate
Java Programming (340)	IT Specialist - Java
Network Administration Using Cisco (315)	Cisco Certified Support Technician
Python Programming (355)	IT Specialist - Python
Virtual Social Media Marketing Team (V12)	Meta Certified Digital Marketing Associate
SQL Database Fundamentals (345)	IT Specialist - Databases

BPA Competitive Event Name	Industry Certification Offered by YouScience (Precision Exams)
Advanced Desktop Publishing (405)	Desktop Publishing II
Fundamental Desktop Publishing (400)	Desktop Publishing I
Fundamental Word Processing (700)	Word Processing
Linux Operating System Fundamentals (350)	Linux Fundamentals

***Note:** Contestants who have certified in the aligned IT Specialist 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 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 log in to their Certiport account and share the previously earned score at the time of sign-in at NLC.

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

INDUSTRY CERTIFICATION RESOURCES

Industry Certification Offered by Certiport	Certification Objectives
Professional Communication	https://certiport.pearsonvue.com/Certifications/CCS/Certification/Certify/Professional-Communication
Cisco Certification Support Technician Networking	https://certiport.pearsonvue.com/fc/cisco/ccst/networking/od
Entrepreneurship and Small Business (ESB)	https://certiport.pearsonvue.com/fc/esb/objectives/overview/v2
IT Specialist - Databases	https://certiport.pearsonvue.com/fc/ITS/database
IT Specialist - Device Configuration and Management	https://certiport.pearsonvue.com/fc/ITS/deviceconfig
IT Specialist - HTML and CSS	https://certiport.pearsonvue.com/fc/ITS/htmlcss
IT Specialist - Java	https://certiport.pearsonvue.com/fc/ITS/java
IT Specialist - Python	https://certiport.pearsonvue.com/fc/ITS/python
IT Specialist - Networking	https://certiport.pearsonvue.com/fc/ITS/networking
IT Specialist - Cyber Security	https://certiport.pearsonvue.com/fc/ITS/cybersecurity
IT Specialist - Software Development	https://certiport.pearsonvue.com/fc/ITS/softwaredevelopment
Meta Certified Digital Marketing Associate	https://certiport.pearsonvue.com/fc/meta/od
Microsoft Office Specialist Excel 365 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel
Microsoft Office Specialist Excel 365 Expert	https://certiport.pearsonvue.com/fc/mos/od/365-2019/excel-expert
Microsoft Office Specialist PowerPoint 365 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/powerpoint
Microsoft Office Specialist Word 365 Associate	https://certiport.pearsonvue.com/fc/mos/od/365-2019/word
Microsoft Office Specialist Word 365 Expert	https://certiport.pearsonvue.com/fc/mos/od/365-2019/word-expert

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

BPA Competitive Event Name	Industry Certification Offered by YouScience (Precision Exams)
Fundamental Desktop Publishing	https://www.youscience.com/wp-content/uploads/2025/11/Desktop-Publishing-1.pdf
Advanced Desktop Publishing	https://www.youscience.com/wp-content/uploads/2024/08/Desktop-Publishing-2.pdf
Fundamental Word Processing	https://www.youscience.com/wp-content/uploads/2024/07/Word-Processing.pdf
Linux Operating System Fundamentals	https://www.youscience.com/wp-content/uploads/2025/07/Linux-Fundamentals.pdf

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 Contestants' 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 contestants competing at the National Leadership Conference in one of the Certiport certification aligned events.

Forms must submitted to: education@bpa.org.



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 personally identifiable information and that I and the Certiport Candidate understand and agree to abide by these terms, conditions and privacy policies; and
- 3) To Certiport for the retention and disclosure of an individual's personal information to the Certiport exam sponsor(s), its authorized third-party 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 Zip Code. I understand that my Certiport Candidate is one of the top fifteen winners in the WSAP PowerPoint Examination. Acceptance 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





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 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



NLC 2027 RECOMMENDED (NOT REQUIRED) INDUSTRY CERTIFICATIONS

The following certification exams **ARE NOT REQUIRED** as part of any WSAP Competitive Event. The table below highlights your opportunity to pass a **RECOMMENDED** Precision Exams Certification. These exams are **NOT** complimentary and require the purchase of certification lab pass during the online National Conference Registration or on-site during the National Leadership Conference.

WSAP Competitive Event	Precision Exams Certification (Recommended)
100 Fundamental Accounting	PE Accounting I
110 Advanced Accounting	PE Accounting II
145 Banking and Finance	PE Banking and Finance
155 Economic Trends Research Individual 160 Economic Trends Research Team	PE Economics
165 Personal Financial Management	PE Business Mathematics and Personal Finance
200 Integrated Office Applications	PE Business Office Specialist
235 Business Law and Ethics	PE Business Law
240 Entrepreneurship	PE Entrepreneurship
245 Small Business Management Team	PE Business Management
330 C# Programming	PE Computer Programming II (C#)
335 C++ Programming	PE Computer Programming II (C++)
340 Java Programming	PE Computer Programming II (Java)
365 Website Design and Development Team	PE Business Web Page Design
410 Graphic Design Promotion	PE Design and Visual Communication
420 Digital Media Production	PE Digital Media IB
425 3D Computer Modeling	PE 3D Graphics
430 Video Production Team	PE Video Production I
440 3D Computer Animation Team	PE Animation
445 Broadcast News Production Team	PE Television Production I
560 Industry Pitch	PE Business Communication I
610 Health Administration Procedures	PE Medical Administrative Assistant
725 Interview Skills 730 Advanced Interview Skills	PE Preparing for College and Career
735 Extemporaneous Speech 755 Prepared Speech 760 Presentation Individual	PE Business Communication I

ALPHABETICAL LISTING OF WORKPLACE SKILLS ASSESSMENTS

3D Computer Animation Team (440)	Health Trends Research Presentation (615)
3D Computer Modeling (425)	Human Resource Management (535)
Administrative Trends Research Project (230)	Industry Pitch Team (510)
Administrative Support Application Team (225)	Integrated Office Applications (200)
Advanced Accounting (110)	Intermediate Word Processing (705)
Advanced College Accounting (115)	Interview Skills (725)
Advanced Desktop Publishing (405)	Java Programming (340)
Advanced Interview Skills (730)	Legal Office Procedures (220)
Advanced Workplace Skills (720)	Linux Operating System Fundamentals (350)
Advanced Spreadsheet Applications (210)	Management & Entrepreneurship Concepts-Open (290)
Advanced Word Processing (700)	Managerial Accounting (135)
Arts, Entertainment, & Design Concepts-Open (490)	Marketing & Sales Concepts-Open (590)
Banking and Finance (145)	Medical Coding (600)
Business & Entrepreneurship Concepts-Open (290)	Meeting and Event Planning Concepts-Open (293)
Broadcast News Production Team (445)	Network Administration Using Cisco® (315)
Business Law and Ethics (235)	Network Design Team (325)
Career Ready Skills Concepts-Open (790)	Parliamentary Procedure Concepts-Open (291)
C++ Programming (335)	Parliamentary Procedure Team (250)
C# Programming (330)	Payroll Accounting (125)
College Accounting (105)	Personal Financial Management (165)
Computer Network Technology (300)	Podcast Production Team (450)
Computer Programming Concepts-Open (390)	Prepared Speech (755)
Computer Security (320)	Presentation Individual (760)
Contemporary Issues (740)	Project Management Concepts-Open (292)
Database Applications (215)	Python Programming (355)
Device Configuration and Troubleshooting (305)	Server Administration Using Microsoft® (310)
Digital Media Production (420)	Small Business Strategy Team (245)
Digital Technology Concepts-Open (391)	Sports Media Marketing Team-Pilot (505)
Economic Trends Research Individual (155)	SQL Database Fundamentals (345)
Economic Trends Research Team (160)	User Experience Design Team (455)
Entrepreneurship (505)	Video Production Team (430)
Essential Workplace Skills (715)	Virtual 2D Animation Team (V11)
Ethics and Professionalism (540)	Virtual Branding Team (V10)
Extemporaneous Speech (525)	Virtual Cybersecurity/Digital Forensics (VO7)
Financial Analyst Team (150)	Virtual Esports Team (V13)
Financial Services Concepts-Open (190)	Virtual Ethical Leadership and Decision-Making Team (V14)
Fundamental Accounting (100)	Virtual Financial Portfolio Management Team (VO9)
Fundamental Desktop Publishing (400)	Virtual Game Development Team (VO3)
Fundamental Spreadsheet Applications (205)	Virtual Interview and Portfolio Design Team (V15)
Fundamental Word Processing (720)	Virtual Mobile Applications (VO5)
Global Marketing Strategy Team (500)	Virtual Multimedia and Promotion Ind. (VO1)
HTML and CSS Coding (360)	Virtual Multimedia and Promotion Team (VO2)
Graphic Design Promotion (410)	Virtual Promotional Photography (VO6)
Healthcare & Human Services Concepts-Open (690)	Virtual Social Media Campaign Team (V12)
Health Administration Procedures (610)	Virtual Start-up Enterprise Team (VO8)
Health Insurance and Medical Billing (605)	Visual Design Team (460)
	Virtual Web Application Team (VO4)
	Website Design and Development Team (435)

BPA Standards Framework

Code	Standard Statement	Description / Descriptors	Sample BPA Events
ARTS, ENTERTAINMENT, & DESIGN			
BPA.AED.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.	Graphic Design Promotion
BPA.AED.02	Apply principles of layout, composition, color, and typography to produce visually effective and aesthetically consistent designs.	Layout; composition; color theory; typography; hierarchy.	Graphic Design Promotion; Desktop Publishing
BPA.AED.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.	Digital Media Production; Video Production Team
BPA.AED.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.	Broadcast News Production Team; Video Production Team
BPA.AED.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.	Website Design Team; Software Engineering Team, Mobile App, Virtual Branding Team
BPA.AED.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.	Graphic Design Promotion; Digital Media Production
BPA.AED.07	Select, create, and use media assets in compliance with copyright, licensing, and attribution requirements.	Copyright; licensing; fair use; attribution; release forms.	All media and design-related events
CAREER READY PRACTICES			
BPA.CRP.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.	All competitive events; Ethical Leadership and Decision Making Team; Global Marketing Team; Human Resource Management; Presentation Management
BPA.CRP.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.	Presentation Management; Prepared Speech; Extemporaneous Speech
BPA.CRP.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.	Administrative Support Team; Financial Analyst Team; Network Design Team
BPA.CRP.04	Analyze problems using relevant information and tools to propose and justify logical, data-informed solutions.	Problem analysis; evidence-based reasoning; evaluation of alternatives.	Economic Research Individual; Economic Research Team; Small Business Management Team

Code	Standard Statement	Description / Descriptors	Sample BPA Events
BPA.CRP.05	Plan and prioritize tasks, manage time and resources, and meet deadlines while maintaining quality standards.	Prioritizing tasks; organizing resources; balancing quality and deadlines.	All judged events with work time limits
BPA.CRP.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.	Virtual events; Spreadsheet, Word Processing, and Programming events
BPA.CRP.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.	Torch Awards; BPA Cares
DIGITAL TECHNOLOGY			
BPA.DT.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.	PC Servicing & Troubleshooting; Information Technology Concepts (Open)
BPA.DT.02	Describe fundamental networking and internet concepts and configure or troubleshoot simple networked environments.	Network types; protocols; addressing; connectivity and basic configuration.	Computer Network Technology; Network Administration Using Cisco; Network Design Team
BPA.DT.03	Identify common cybersecurity threats and implement basic security practices to protect devices, data, and networks.	Threats and vulnerabilities; authentication; encryption; security policies.	Computer Security; Cybersecurity events
BPA.DT.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.	C# Programming; Java Programming; Python Programming events
BPA.DT.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.	Database Applications; Data Analytics events
BPA.DT.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.	AI-focused virtual events; Information Technology concepts events
BPA.DT.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.	Device Configuration & Troubleshooting; PC Servicing & Troubleshooting
FINANCIAL SERVICES			
BPA.FS.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.	Fundamental Accounting; College Accounting; Advanced Accounting
BPA.FS.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.	Advanced Accounting; Financial Analyst Team

Code	Standard Statement	Description / Descriptors	Sample BPA Events
BPA.FS.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.	Banking and Finance; Personal Financial Management
BPA.FS.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.	Personal Financial Management; Financial Math & Analysis Concepts (Open)
BPA.FS.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.	Financial Analyst Team; Economic Research Team
BPA.FS.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.	Economic Research Individual; Economic Research Team
BPA.FS.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.	Payroll Accounting; Managerial Accounting; Advanced Spreadsheet Applications
HEALTHCARE & HUMAN SERVICES			
BPA.HHS.01	Describe how different Healthcare & Human Services systems are structured and financed, and how administrative roles support service delivery.	Healthcare settings; reimbursement models; human services agencies; administrative roles.	Health Administration events
BPA.HHS.02	Use medical and human services terminology accurately in written and electronic records and professional communication.	Medical vocabulary; abbreviations; documentation standards.	Health Administration events
BPA.HHS.03	Apply privacy, confidentiality, and regulatory requirements when handling health or human services information.	Confidentiality; privacy laws; consent; professional ethics.	Health Administration events
BPA.HHS.04	Perform routine administrative tasks such as scheduling, intake, billing, and records management using established procedures.	Scheduling; patient/client intake; billing/coding basics; records management.	Health Administration events
BPA.HHS.05	Use electronic health record and other health information technologies to enter, retrieve, and manage data accurately and securely.	EHR systems; data entry; data quality; access control and security.	Health Administration events
BPA.HHS.06	Demonstrate patient- and client-centered communication skills, including empathy, active listening, and adapting messages for diverse populations.	Empathy; plain language; intercultural communication; de-escalation strategies.	Health Administration events; Interview events
BPA.HHS.07	Identify risks to quality and safety in administrative processes and describe steps to reduce errors and improve outcomes.	Incident reporting; safety protocols; quality improvement cycles.	Health Administration events

HOSPITALITY, EVENTS, & TOURISM			
BPA.HET.01	Plan and coordinate events by defining objectives, establishing timelines, securing resources, and managing logistics from start to finish.	Event goals; timelines; logistics; vendor coordination; run-of-show planning.	Event Planning (Open); Presentation Management; Small Business Management Team
BPA.HET.02	Apply hospitality service standards to create positive guest experiences through professionalism, responsiveness, and service excellence.	Guest relations; service quality; customer service; professional etiquette.	Hospitality & Event Concepts (Open); Interview Events
BPA.HET.03	Design event environments that align with client goals and audience needs, incorporating layout, flow, ambiance, and accessibility.	Floor plans; staging; flow; décor; ADA accessibility considerations.	Event Planning (Open); Broadcast News Production Team
BPA.HET.04	Manage event budgets by estimating costs, allocating funds, monitoring expenses, and evaluating financial outcomes.	Budgeting; cost estimation; cost tracking; financial reporting; ROI.	Financial Analyst Team; Event Planning (Open)
BPA.HET.05	Implement risk management and safety procedures to identify hazards, ensure compliance, and maintain safe event operations.	Risk assessment; safety plans; emergency procedures; regulatory compliance.	Event Planning (Open); Business Law & Ethics
BPA.HET.06	Create tourism and event marketing strategies that promote engagement, increase attendance, and communicate value to target audiences.	Promotional strategy; digital marketing; tourism messaging; audience engagement.	Global Marketing Team; Promotion Plan; Social Media Production
BPA.HET.07	Evaluate event effectiveness using feedback, performance metrics, and data to recommend improvements for future events.	Surveys; KPIs; event analytics; evaluation reports; continuous improvement.	Event Planning (Open); Presentation Management
MANAGEMENT & ENTREPRENEURSHIP			
BPA.ME.01	Explain and apply basic management functions and organizational structures to coordinate people and resources.	Planning, organizing, leading, controlling; organizational design.	Small Business Management Team; Human Resource Management
BPA.ME.02	Demonstrate leadership behaviors that motivate others, build trust, and support high-performing teams.	Leadership styles; motivation; coaching; feedback; team dynamics.	Parliamentary Procedure; Presentation Management Team; National Officer Candidate events
BPA.ME.03	Apply human resources practices related to recruitment, selection, onboarding, performance feedback, and workplace policies.	Job descriptions; interviews; orientation; evaluation; HR compliance.	Human Resource Management; Small Business Management Team
BPA.ME.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.	Project Management Concepts (Open); event planning-related events
BPA.ME.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.	Entrepreneurship; Small Business Management Team; Startup pitch-style events

BPA.ME.06	Analyze operational processes to identify risks, compliance needs, and opportunities to improve efficiency and quality.	Process mapping; compliance requirements; quality and productivity measures.	Entrepreneurship; Small Business Management Team
BPA.ME.07	Evaluate business decisions for their ethical, social, and environmental implications and recommend responsible alternatives.	Ethical frameworks; sustainability; corporate social responsibility; stakeholder analysis.	Business Law & Ethics; Global Marketing Team; Economic Research events
MARKETING & SALES			
BPA.MS.01	Explain fundamental marketing concepts and develop marketing strategies that align products or services with customer needs.	Marketing mix; value proposition; segmentation and targeting; positioning.	Marketing Management; Global Marketing Team
BPA.MS.02	Design and conduct basic market research and interpret findings to inform marketing decisions.	Research methods; survey design; data collection and analysis.	Marketing Research Team; Economic Research events
BPA.MS.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.	Graphic Design Promotion; Global Marketing Team
BPA.MS.04	Plan and create promotional campaigns and materials that integrate appropriate channels and messages to achieve defined objectives.	Campaign objectives; messaging; media mix; creative collateral.	Digital Media Production; Promotion Plan events
BPA.MS.05	Develop a digital and social media plan that includes content strategy, posting schedule, and methods for engaging and growing an audience.	Platforms; content calendars; engagement tactics; community management.	Social Media Production; Digital Marketing concepts events
BPA.MS.06	Apply the steps of the sales process to build relationships, identify customer needs, present solutions, handle objections, and close sales ethically.	Prospecting; needs analysis; presentation; objection handling; closing and follow-up.	Entrepreneurship events; Interview events
BPA.MS.07	Use marketing metrics and financial data to evaluate campaign performance and recommend improvements based on return on investment and other KPIs.	KPIs; dashboards; cost-benefit analysis; ROI calculations.	Financial Analyst Team; Marketing events involving analysis

BPA Competition Career Pathway Crosswalk

Code	Event Name	Division	Series	Career Cluster	Career Subcluster(s)
FINANCIAL SERVICES					
100	Fundamental Accounting	Secondary	Financial Services	Financial Services	Accounting
105	College Accounting	Postsecondary	Financial Services	Financial Services	Accounting
110	Advanced Accounting	Secondary	Financial Services	Financial Services	Accounting
115	Advanced College Accounting	Postsecondary	Financial Services	Financial Services	Accounting
125	Payroll Accounting	Secondary, Postsecondary	Financial Services	Financial Services	Accounting
135	Managerial Accounting	Postsecondary	Financial Services	Financial Services	Accounting
145	Banking and Finance	Secondary, Postsecondary	Financial Services	Financial Services	Banking & Credit
150	Financial Analyst Team	Secondary, Postsecondary	Financial Services	Financial Services	Financial Strategy & Investments
155	Economic Trends Research Individual	Secondary	Financial Services	Financial Services	Financial Strategy & Investments
160	Economic Trends Research Team	Secondary	Financial Services	Financial Services	Financial Strategy & Investments
165	Personal Financial Management	Secondary, Postsecondary	Financial Services	Financial Services	Banking & Credit; Financial Strategy & Investments
190	Financial Services Concepts (Open)	Secondary, Postsecondary	Financial Services	Financial Services	Accounting; Banking & Credit; Financial Strategy & Investments; Insurance; Real Estate
MANAGEMENT & ENTREPRENEURSHIP					
200	Integrated Office Applications	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Business Information Management
205	Fundamental Spreadsheet Applications	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Business Information Management

210	Advanced Spreadsheet Applications	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Data Science & Artificial Intelligence; Business Information Management
215	Database Applications	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Data Science & Artificial Intelligence; Business Information Management
220	Legal Office Procedures	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Regulation
225	Administrative Support Application Team	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Business Information Management; Leadership & Operations
230	Administrative Trends Research Individual	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Leadership & Operations
235	Business Law and Ethics	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Leadership & Operations; Regulation
240	Entrepreneurship	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Entrepreneurship & Small Business
245	Small Business Management Team	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Entrepreneurship & Small Business
250	Parliamentary Procedure Team	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Leadership & Operations
290	Management & Entrepreneurship Concepts (Open)	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Entrepreneurship & Small Business; Leadership & Operations
291	Parliamentary Procedure Concepts (Open)	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Leadership & Operations
292	Project Management Concepts (Open)	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Project Management
293	Meeting and Event Planning Concepts (Open)	Secondary, Postsecondary	Management & Entrepreneurship	Management & Entrepreneurship	Conferences & Events; Project Management

DIGITAL TECHNOLOGY					
300	Computer Network Technology	Secondary, Postsecondary	Digital Technology	Digital Technology	IT Support & Services; Network Systems & Cybersecurity
305	Device Configuration and Troubleshooting	Secondary, Postsecondary	Digital Technology	Digital Technology	IT Support & Services; Network Systems & Cybersecurity
310	Server Administration Using Microsoft®	Secondary, Postsecondary	Digital Technology	Digital Technology	IT Support & Services; Network Systems & Cybersecurity
315	Network Administration Using Cisco®	Secondary, Postsecondary	Digital Technology	Digital Technology	Network Systems & Cybersecurity
320	Computer Security	Secondary, Postsecondary	Digital Technology	Digital Technology	Network Systems & Cybersecurity
325	Network Design Team	Secondary, Postsecondary	Digital Technology	Digital Technology	Network Systems & Cybersecurity
330	C# Programming	Secondary, Postsecondary	Digital Technology	Digital Technology	Software Solutions
335	C++ Programming	Secondary, Postsecondary	Digital Technology	Digital Technology	Software Solutions
340	Java Programming	Secondary, Postsecondary	Digital Technology	Digital Technology	Software Solutions
345	SQL Database Fundamentals	Secondary, Postsecondary	Digital Technology	Digital Technology	Data Science & Artificial Intelligence; Software Solutions
350	Linux Operating Systems Fundamentals	Secondary, Postsecondary	Digital Technology	Digital Technology	IT Support & Services; Network Systems & Cybersecurity
355	Python Programming	Secondary, Postsecondary	Digital Technology	Digital Technology	Data Science & Artificial Intelligence; Software Solutions
360	HTML and CSS Coding	Secondary	Digital Technology	Digital Technology	Web & Cloud
365	Website Design and Development Team	Secondary, Postsecondary	Digital Technology	Digital Technology	Web & Cloud

390	Digital Technology Concepts (Open)	Secondary, Postsecondary	Digital Technology	Digital Technology	IT Support & Services; Network Systems & Cybersecurity; Software Solutions; Web & Cloud
391	Computer Programming Concepts (Open)	Secondary, Postsecondary	Digital Technology	Digital Technology	Software Solutions
ARTS, ENTERTAINMENT, & DESIGN					
400	Fundamental Desktop Publishing	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts
405	Advanced Desktop Publishing	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts
410	Graphic Design Promotion	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts
420	Digital Media Production	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Media Production & Broadcasting
425	3D Computer Modeling	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts; Software Solutions
430	Video Production Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Media Production & Broadcasting
440	3D Computer Animation Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts; Software Solutions
445	Broadcast News Production Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Media Production & Broadcasting
450	Podcast Production Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Media Production & Broadcasting
455	User Experience Design Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts; Web & Cloud
460	Visual Design Team	Secondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts; Fine Arts

490	Arts, Entertainment, & Design Concepts (Open)	Secondary, Postsecondary	Arts, Entertainment, & Design	Arts, Entertainment, & Design	Design & Digital Arts; Media Production & Broadcasting
MARKETING & SALES					
500	Global Marketing Strategy Team	Secondary	Marketing & Sales	Marketing & Sales	Market Research, Analytics, & Ethics; Marketing & Advertising; Strategic Sales
505	Sports Media Marketing Team	Secondary	Marketing & Sales	Marketing & Sales	Media Production & Broadcasting; Marketing & Advertising
510	Industry Pitch Team	Secondary, Postsecondary	Marketing & Sales	Marketing & Sales	Entrepreneurship & Small Business; Strategic Sales
590	Marketing & Sales Concepts (Open)	Secondary, Postsecondary	Marketing & Sales	Marketing & Sales	Market Research, Analytics, & Ethics; Marketing & Advertising; Retail & Customer Experience; Strategic Sales
HEALTHCARE & HUMAN SERVICES					
600	Medical Coding	Secondary, Postsecondary	Healthcare & Human Services	Healthcare & Human Services	Health Data & Administration
605	Health Insurance and Medical Billing	Secondary, Postsecondary	Healthcare & Human Services	Healthcare & Human Services	Health Data & Administration
610	Health Administration Procedures	Secondary, Postsecondary	Healthcare & Human Services	Healthcare & Human Services	Health Data & Administration
615	Health Research Presentation	Secondary, Postsecondary	Healthcare & Human Services	Healthcare & Human Services	Health Data & Administration
690	Healthcare & Human Services Concepts (Open)	Secondary, Postsecondary	Healthcare & Human Services	Healthcare & Human Services	Health Data & Administration
CAREER READY SKILLS					
700	Fundamental Word Processing	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Business Information Management
705	Intermediate Word Processing	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Business Information Management

710	Advanced Word Processing	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Business Information Management
715	Essential Workplace Skills	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Business Information Management; Leadership & Operations
720	Advanced Workplace Skills	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Business Information Management; Leadership & Operations
725	Interview Skills	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
730	Advanced Interview Skills	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
735	Extemporaneous Speech	Secondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
740	Contemporary Issues	Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
745	Human Resource Management	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
750	Ethics and Professionalism	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations; Regulation
755	Prepared Speech	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
760	Presentation Individual	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
790	Career Ready Skills Concepts (Open)	Secondary, Postsecondary	Career Ready Skills	Management & Entrepreneurship	Leadership & Operations
VIRTUAL EVENTS					
VO1	Virtual Multimedia and Promotion Individual	All Divisions	V Series	Arts, Entertainment, & Design	Media Production & Broadcasting
VO2	Virtual Multimedia and Promotion Team	All Divisions	V Series	Arts, Entertainment, & Design	Media Production & Broadcasting
VO3	Virtual Game Development Team	All Divisions	V Series	Digital Technology	Software Solutions
VO4	Virtual Web Application Team	All Divisions	V Series	Digital Technology	Web & Cloud; Software Solutions

VO5	Virtual Mobile Applications	All Divisions	V Series	Digital Technology	Software Solutions; Web & Cloud
VO6	Virtual Promotional Photography	All Divisions	V Series	Arts, Entertainment, & Design	Design & Digital Arts
VO7	Virtual Cybersecurity/Digital Forensics	All Divisions	V Series	Digital Technology	Network Systems & Cybersecurity
VO8	Virtual Start-Up Enterprise Team	All Divisions	V Series	Management & Entrepreneurship	Entrepreneurship & Small Business
VO9	Virtual Financial Portfolio Investment Team	All Divisions	V Series	Financial Services	Financial Strategy & Investments
V10	Virtual Branding Team	All Divisions	V Series	Marketing & Sales	Design & Digital Arts; Marketing & Advertising
V11	Virtual 2D Animation Team	All Divisions	V Series	Arts, Entertainment, & Design	Design & Digital Arts; Media Production & Broadcasting
V12	Virtual Social Media Marketing Campaign Team	All Divisions	V Series	Marketing & Sales	Marketing & Advertising
V13	Virtual Esports Team	All Divisions	V Series	Marketing & Sales	Media Production & Broadcasting; Marketing & Advertising
V14	Virtual Ethical Leadership and Decision-Making Team	All Divisions	V Series	Management & Entrepreneurship	Leadership & Operations
V15	Virtual Interview and Digital Portfolio Design	All Divisions	V Series	Management & Entrepreneurship	Business Information Management
V16	Virtual Artificial Intelligence Team	All Divisions	V Series	Digital Technology	Software Solutions; Network Systems & Cybersecurity

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
VO2 Virtual Multimedia and Promotion Team
VO3 Virtual Game Development Team
VO4 Virtual Web Application Team
VO5 Virtual Mobile Applications
VO6 Virtual Promotional Photography
VO7 Virtual Cybersecurity/Digital Forensics
VO8 Virtual Start-up Enterprise Team
VO9 Virtual Financial Portfolio Management Team

V10 Virtual Branding Team
V11 Virtual 2D Animation Team
V12 Virtual Social Media Marketing CampaignTeam
V13 Virtual Esports Team
V14 Virtual Ethical Leadership and Decision-Making Team
V15 Virtual Interview and Portfolio Design
V16 Virtual Artificial Intelligence 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	Both photos lack creativity and originality. They use basic composition resulting in a dull and unremarkable image(s).	Both photos show creative effort, with interesting choices in perspective that add visual appeal.	Both photos are 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.

This event is
endorsed by



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

FINANCIAL SERVICES

- 100 Fundamental Accounting
- 105 College Accounting
- 110 Advanced Accounting
- 115 Advanced College Accounting
- 125 Payroll Accounting
- 135 Managerial Accounting
- 145 Banking and Finance
- 150 Financial Analyst Team
- 155 Economic Trends Research Individual
- 160 Economic Trends Research Team
- 165 Personal Financial Management
- 190 Financial Services Concepts (Open)

Description & Eligibility

Contestants will apply accounting principles to analyze transactions, prepare accurate financial statements, and interpret data to support organizational decision-making. This application event is limited to secondary division contestants who have not completed their first year of accounting. Contestants may not enter Fundamental Accounting and Advanced Accounting in the same year. This event may *not* be repeated.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than ninety (90) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Apply the steps of the accounting cycle to accurately process financial transactions and explain their relevance in maintaining organizational financial integrity
2. Apply the fundamental accounting equation to analyze financial transactions and ensure accuracy in reporting
3. Apply accounting standards to evaluate and report the value of assets, liabilities, and owner's equity in accordance with GAAP
4. Explain key accounting concepts and articulate the role of accounting systems in supporting financial decision-making and organizational accountability
5. Analyze accruals and deferrals to ensure accurate financial reporting and alignment with accounting principles and timing requirements
6. Prepare and interpret financial statements and reports to assess organizational performance and support strategic decision-making
7. Apply adjusting and closing entries to update accounts and ensure accurate period-end financial reporting
8. Evaluate various forms of business ownership to determine their legal, financial, and operational implications for organizational decision-making
9. Evaluate the characteristics and operational models of service and merchandising businesses to guide financial practices and strategic decision-making
10. Analyze purchase and sales transactions for merchandise to ensure accurate recording and inventory management

11. Evaluate uncollectible accounts to determine appropriate accounting treatment and ensure compliance with financial reporting standards
12. Apply appropriate depreciation methods to plant assets to ensure accurate financial reporting and compliance with accounting standards
13. Utilize general and subsidiary ledgers to organize and track detailed financial data, supporting accurate reporting and efficient account management
14. Apply periodic inventory methods to calculate cost of goods sold and evaluate inventory performance in alignment with accounting standards
15. Analyze financial performance using key ratios and dashboards, integrating data visualization tools and benchmarking techniques



Description & Eligibility

Contestants will apply accounting principles to record transactions, prepare and analyze financial statements, and evaluate business structures to support accurate reporting and informed decision-making. Any postsecondary division contestant may enter this application event. Contestants may *not* enter College Accounting and Advanced College Accounting in the same year. This event may *not* be repeated.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than ninety (90) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

**Contest Competencies**

1. Analyze and compare business ownership structures to evaluate strategic, legal, and operational implications
2. Apply the accounting cycle to record and report financial data in compliance with industry standards and decision-making needs
3. Apply financial standards to assess and report the value of assets, liabilities, and equity in accordance with GAAP
4. Interpret foundational accounting concepts and terminology to explain the role of accounting systems in supporting financial accuracy, compliance, and business decision-making
5. Evaluate, journalize, and post financial transactions to determine their impact on assets, liabilities, equity, revenues, expenses, and dividends in accordance with GAAP
6. Apply multiple depreciation methods to calculate asset value in compliance with financial reporting standards
7. Calculate and record end-of-period adjustments to ensure accurate financial reporting and compliance with accrual accounting principles
8. Maintain inventory records using perpetual accounting systems and apply inventory costing methods to ensure accurate valuation and cost flow analysis
9. Evaluate and manage credit risk, including estimating and recording uncollectible accounts using data-driven methods
10. Calculate and analyze interest and maturity values for various financial instruments
11. Prepare, interpret, and analyze financial statements for service, merchandising, and digital business models
12. Analyze financial performance using key ratios and dashboards, integrating data visualization tools and benchmarking techniques

Description & Eligibility

Contestants will execute the accounting cycle for various business structures, apply GAAP, and prepare and analyze financial statements to ensure accuracy, compliance, and data-driven decision-making. Any secondary division contestant may enter this application event. Contestants may *not* enter Fundamental Accounting and Advanced Accounting in the same year.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than ninety (90) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Execute and analyze the accounting cycle using accounting systems and automation tools to ensure accuracy, compliance, and efficiency
2. Apply GAAP and relevant international standards to assess and report the value of assets, liabilities, and equity
3. Apply accounting principles across service, merchandising, and various business structures
4. Analyze and record business and equity transactions using integrated accounting platforms, emphasizing automation, audit trails, and compliance
5. Evaluate and manage uncollectible accounts using predictive analytics within accounting platforms
6. Apply depreciation methods within accounting systems, incorporating tax regulations and asset lifecycle management
7. Calculate and analyze interest using financial modeling tools, with emphasis on real-time data and compliance
8. Apply inventory valuation methods using inventory management systems integrated with accounting platforms
9. Prepare, interpret, and analyze financial statements, emphasizing real-time data to support decision-making
10. Perform departmental allocations using integrated financial systems, focusing on cost centers, shared services, and performance metrics



Description & Eligibility

Contestants will apply the accounting principles to execute the accounting cycle, record complex transactions, and prepare and analyze accurate financial statements in compliance with GAAP and industry standards. Any postsecondary division contestant may enter this application event.

Contestants may *not* enter College Accounting and Advanced College Accounting in the same year.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than ninety (90) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Execute and articulate each phase in the accounting cycle
2. Prepare, interpret, and analyze interim and end-of-period financial statements and reports for service, merchandising, and digital business models using accounting platforms.
3. Apply accounting principles to assess and report assets, liabilities, and equity values in compliance with GAAP
4. Apply periodic and perpetual inventory systems using industry-standard valuation methods and software tools
5. Record and explain adjusting entries for accruals, depreciation, prepaids, and deferrals
6. Account for disposal and systematic allocation of long-term asset costs through depreciation, depletion, and amortization
7. Apply accounting principles and analyze equity transactions across various business entities
8. Analyze financial statements using ratio analysis and key performance indicators
9. Calculate interest and maturity values of long-term liabilities using financial formulas and software tools
10. Calculate and record bond transactions using straight-line and effective interest methods in compliance with GAAP
11. Record merchandise transactions using gross and net methods in accordance with revenue recognition standards



125 Payroll Accounting

Description & Eligibility

Contestants will apply payroll principles to calculate earnings, process withholdings, and record transactions in compliance with GAAP, tax regulations, and current laws using automated systems. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Sharpened pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be *disqualified*.
- **NOTE:** Circular E, Employer's Tax Guide (Publication 15), is recommended as a resource.
<https://www.irs.gov/publications/p15>

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than sixty (60) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Apply GAAP and relevant tax principles to calculate, record, and report payroll transactions and income tax obligations in compliance with current laws and ethical standards
2. Accurately complete onboarding forms and explain statutory and voluntary payroll withholdings and deductions to ensure compliance and transparency
3. Calculate and verify employee earnings across diverse pay structures, including hourly, salary, overtime, commission, piece-rate, and blended compensation models
4. Create, maintain, and secure accurate employee earnings records using digital payroll systems, ensuring data integrity, confidentiality, and compliance with legal requirements
5. Calculate employer payroll tax liabilities and employer-paid benefits in compliance with current regulations
6. Prepare payroll reports and analyze IRS payroll tax forms, applying federal tax regulations to ensure compliance with current guidelines
7. Identify and apply current federal, state, and local laws and regulations governing payroll procedures
8. Record and post payroll transactions in accounting systems to ensure accurate financial reporting
9. Generate payroll disbursements, prepare tax deposits, and maintain payroll registers using automated payroll systems



Description & Eligibility

Contestants will apply managerial accounting principles to analyze costs, prepare budgets, and use advanced costing methods and analytics to support pricing, performance evaluation, and strategic decision-making. Any postsecondary student contestant may enter this application event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than ninety (90) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Differentiate between managerial and financial accounting
2. Define materials, labor, factory overhead, and sustainability-related costs and apply advanced overhead allocation methods
3. Prepare entries for Job Order and Process Costing Systems
4. Calculate product cost using activity-based costing integrated with data analytics
5. Classify costs by behavior and analyze cost patterns
6. Calculate break-even and target profit incorporating dynamic pricing models
7. Prepare variable and absorption costing income statements
8. Describe and prepare the basic types of budgets
9. Describe standard costing and variances with real-time data tracking
10. Calculate price, labor, and overhead variances
11. Describe responsibility accounting and integrate with performance dashboards
12. Use differential analysis and predictive analytics to make data-driven decisions
13. Determine selling price, total cost, and product cost using variable cost concepts
14. Explain capital investment analysis using discounted cash flow and scenario modeling

145 Banking and Finance

Description & Eligibility

Contestants will analyze banking and credit principles, evaluate financial services, and apply secure practices for transactions, account management, and compliance with regulations. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

- Method of evaluation: objective | application
- 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 and/or sample tests or facsimiles (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 for orientation, no more than sixty (60) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Analyze factors affecting credit choices, including credit scoring, costs of credit, and cybersecurity, and describe types of loans and application processes
2. Analyze the functions of commercial paper, secured transactions, and bankruptcy
3. Identify and distinguish the evolving functions and services of traditional banks, online banks, and financial institutions
4. Develop and implement strategies for secure cash handling and fraud and identity theft prevention
5. Describe the FDIC's evolving role in the banking industry
6. Describe procedures for electronic banking including mobile apps, biometric authentication, and real-time payments
7. Define and perform steps to open, maintain, and reconcile checking accounts using traditional and online platforms
8. Define and calculate both simple and compound interest
9. Describe the advantages and disadvantages of traditional digital savings and investment platforms in the banking industry
10. Identify government regulations in banking including compliance with digital finance laws and data protection
11. Explain the fundamentals of cryptocurrency and blockchain technology
12. Describe the custody, storage, and risk of digital assets, and associated security considerations
13. Evaluate ethical considerations and consumer protection in modern banking
14. Explain the types and functions of digital currencies, including cryptocurrency and stablecoins

This event is
endorsed by



150 Financial Analyst Team

Description & Eligibility

Teams will apply accounting and financial analysis principles to prepare and interpret statements, evaluate performance, and communicate insights for informed business decision-making. Any secondary or postsecondary division contestant may enter this judged team event. At least one (1) contestant should have an accounting background. 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Lifted Technologies is a startup developing AI-powered diagnostic tools for rural healthcare providers. The company offers a subscription-based software platform (SaaS) and specialized medical scanning equipment to clinics underserved by traditional healthcare infrastructure.

After three years of operations, *Lifted Technologies* has gained a strong client base in the Midwest and Southeast and is now seeking Series B funding to scale nationally. The company carries significant investment in patents and equipment as it continues to invest heavily in research and development. Leadership must now decide between pursuing venture capital funding, securing a bank loan, or entering a strategic partnership with a larger healthcare company to finance their national expansion.

Below is the financial data for the first two years of operations:

Accounts	2025	2026
Accounts Payable	\$54,000	\$76,000
Accounts Receivable	76,000	124,000
Accrued Liabilities	38,000	52,000
Cash	18,500	44,600
Common Stock	240,000	360,000
Cost of Goods Sold	312,000	446,400
Deferred Revenue	22,000	36,000
Equipment, net	330,000	400,000
Intangible Assets (Patents), net	160,000	220,000
Interest Expense	28,000	24,000
Inventory	96,000	122,000
Mortgage Payable	100,000	85,000
Notes Payable	180,000	155,000
Operating Expenses	96,000	118,000
Prepaid Expenses	9,500	19,000
Research & Development	48,000	72,000
Retained Earnings	56,000	145,600
Revenues	540,000	750,000

Tasks:

1. Financial Analysis
 - a. Prepare financial statements for 2025 and 2026
 - b. Calculate liquidity, debt, and profitability ratios
 - c. Complete a horizontal and vertical analysis

2. Based on this financial analysis, evaluate Lifted Technologies' financial health and recommend which funding strategy (venture capital, bank loan, or strategic partnership) best positions the company for national expansion. Create a presentation to justify your recommendation using the data from the financial statements.

Team Must Supply

- One (1) copy of the Works Cited, BPA Release Form(s), and AI Usage and Documentation Form for each round (prelims and finals)
- Published and/or unpublished non-electronic written reference materials
- Sharpened pencils, pens, ruler
- Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be *disqualified*.
- Optional Items
 - Easel, posters, graphs, poster board and/or flipcharts and markers and external displays will not be provided or permitted.
 - Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Competition 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 allotted time for orientation/warm-up
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- Length of event: no more than three (3) minutes setup in presentation room, no more than ten (10) minutes presentation time, no more than ten (10) minutes of judges' questions
 - No more than five (5) minutes proctor orientation for state and national levels
 - No more than thirty (30) minutes preparation time for state and national levels
- Finals may be required at state and national levels
 - Teams will be presented with an additional element to the scenario that requires revision of their final presentation
- Each state is allowed three (3) entries

Contest Competencies

1. Apply accounting principles to evaluate and report the value of assets, liabilities, and owner's equity in accordance with GAAP
2. Prepare, interpret, and analyze financial statements to assess performance and support strategic decision-making across various business models
3. Apply planning and control principles, including budgeting, forecasting, differential analysis, and present-value concepts, to evaluate organizational performance and guide financial decisions for both the short and long-term
4. Evaluate credit options, costs, and legal implications, and identify financial risks to inform business decisions and develop mitigation strategies
5. Communicate financial insights clearly, courteously, and professionally to diverse stakeholders
6. Use ratio analysis to evaluate comparative financial statements and assess organizational trends and performance
7. Apply statistical procedures and utilize spreadsheet software to analyze, interpret, and model financial data efficiently and accurately
8. Present financial findings using formal presentations and supporting materials to communicate insights and recommendations effectively

Contest Specifications for this Event

- At state and national levels, teams will be given an additional element in addition to the original scenario to address during the final round presentation. This added element is specific to the level of competition and is not connected to or carried over from previous competition.
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.) other than the laptop, notebook, or tablet approved for the presentation.
- No advisor contact will be allowed between the time of receiving the additional element and the delivery of the presentation.
- 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(s) 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.

150 Financial Analyst 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 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/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 0-9 points	Meets Expectations 10-15 points	Above Expectations 16-20 points	Points Awarded
*Inclusion of On-Site Information	Did not incorporate additional information or made minimal adjustments.	Made appropriate adjustments based on the additional information.	Fully integrated the additional information with insightful adjustments.	/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, 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				/125

*NOTE: This item will only be evaluated at state and national level round competitions.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

155 Economic Trends Research Individual

(formerly 155 Economic Research Individual)

SECONDARY EVENT ONLY

Description & Eligibility

Contestants will apply economic principles to analyze global and domestic trends, conduct research using credible sources, and present evidence-based solutions in both a paper and a presentation. 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

The Gig Economy and Income Stability. How has the rise of gig work (Uber, DoorDash, freelance platforms) reshaped traditional employment models, and what are the long-term economic implications for workers who forgo traditional benefits, pensions, and job security in favor of flexible, independent income streams?

Considerations

- Wage volatility and income unpredictability for gig workers
- Lack of employer-sponsored benefits (health insurance, retirement, paid leave)
- Tax implications and financial planning challenges for independent contractors
- Labor market shifts and the decline of traditional full-time employment
- Circular flow implications

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.

Competition Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup 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
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- Length of event: no more than three (3) minutes setup time, no more than seven (7) minutes presentation time, and no more than five (5) minutes for judges' questions
- Each state is allowed three (3) entries

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Naming Convention	National Deadline
The following documents are saved in one combined PDF: 1. Research Paper 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	ETRI-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply foundational economic concepts to analyze and interpret global and domestic economic trends
2. Conduct rigorous economic research using credible sources and communicate findings clearly and professionally through oral presentations and written reports
3. Analyze workplace economic factors such as productivity, labor markets, and technological change to inform organizational strategy and decision-making
4. Compare and contrast global economic systems, evaluating their effectiveness in addressing contemporary economic challenges
5. Evaluate strategies for promoting sustainable economic growth and apply modern metrics to measure economic performance
6. Utilize diverse research methodologies and digital resources to gather, analyze, and interpret economic data, ensuring ethical standards and data integrity
7. Critically analyze economic issues using quantitative and qualitative methods and propose evidence-based solutions aligned with industry trends

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), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date
- Document length is limited to seven double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is not included in this limit, but graphs, tables, and charts are. Judges will not read beyond the seven (7) allowed pages
- Each research paper must reflect the contestant's own research, writing, and original thinking. In-text citations are required throughout the paper

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadline. 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 fair use. Participants 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.

155 Economic Trends Research 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 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 one (1) combined PDF file containing their Research Paper and Works Cited in the correct format according to the <i>Style & Reference Manual</i> , BPA Release Form(s) and Artificial Intelligence Usage & Citation Policy.				/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30	Points Awarded
Comprehension of Topic	Shows limited understanding, with inaccuracies and shallow explanations. Ideas are unclear and poorly connected.	Demonstrates clear understanding with accurate explanations and relevant examples, with logical connections.	Exhibits deep understanding, explaining complex ideas clearly with insightful examples and thorough coverage.	/30
Organization and Expansion of Ideas	The argument lacks structure, with weak transitions and underdeveloped ideas.	The argument is logical and coherent, with clear transitions and well-developed points.	The argument is well-organized, with smooth transitions and thoroughly expanded points, demonstrating clear reasoning.	/30
Introduction/Summary	The introduction and summary lack clarity, with underdeveloped arguments and insufficient evidence.	The introduction and summary present a logical argument, with appropriate evidence supporting conclusions.	The introduction and summary are compelling, with strong evidence and a concise, impactful summary.	/30
Creativity	The response lacks creativity, using generic ideas and limited resources.	The response is creative, offering an original perspective with diverse resources supporting the ideas.	The response is highly original and inventive, with well-integrated resources adding depth and creativity.	/30
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/30
TOTAL TECHNICAL POINTS				/160

155 Economic Trends Research 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 0-5 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
Organization, Design & Structure	Presentation lacks coherence, and the speaker's structure is unclear. Transitions between points are awkward or missing, making it difficult to follow the overall flow.	Presentation has some structural gaps, and the speaker's organization is inconsistent. Transitions between points are present but choppy, affecting the clarity of the message.	Presentation flows logically, with a clear and well-integrated structure. The speaker transitions smoothly between points, enhancing the overall coherence and impact.	/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
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than seven (7) 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 SEVEN (7) MINUTES

Description & Eligibility

Teams will apply economic principles to analyze global and domestic trends, conduct research using credible sources, and present evidence-based solutions in both a paper and a presentation. 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Global supply chain disruptions and geopolitical tensions are causing some political and business leaders to push the U.S. toward reshoring manufacturing and economic deglobalization. Is this a sustainable strategy for long-term growth in the U.S.?

Considerations

- The trade-offs between domestic production and global economic interdependence.
- Costs and benefits of trade protectionism and tariff policies vs the efficiency of global trade.
- Circular flow of the economy and how reshoring affects production and income.
- Labor market impacts of returning manufacturing jobs to the United States
- Effects on consumer prices when domestic production replaces cheaper imports

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.

Competition Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the contestants within the allotted time
- 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
- Only the team captain should complete the submission
- Length of event: no more than three (3) minutes setup time, no more than seven (7) minutes presentation time, and no more than five (5) minutes of judges' questions
- Each state is allowed three (3) entries

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Naming Convention	National Deadline
The following documents are saved in one combined PDF: 1. Research Paper 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	ETRT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply foundational economic concepts to analyze and interpret global and domestic economic trends
2. Conduct rigorous economic research using credible sources and communicate findings clearly and professionally through oral presentations and written reports

3. Analyze workplace economic factors such as productivity, labor markets, and technological change to inform organizational strategy and decision-making
4. Compare and contrast global economic systems, evaluating their effectiveness in addressing contemporary economic challenges
5. Evaluate strategies for promoting sustainable economic growth and apply modern metrics to measure economic performance
6. Utilize diverse research methodologies and digital resources to gather, analyze, and interpret economic data, ensuring ethical standards and data integrity
7. Critically analyze economic issues using quantitative and qualitative methods and propose evidence-based solutions aligned with industry trends

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), Harvey Rosen (Recipient's Name), Financial Services Department (Recipient's Department), and Current Date
- Document length is limited to seven double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is not included in this limit, but graphs, tables, and charts are. Judges will not read beyond the seven (7) allowed pages
- Each research paper must reflect the team's own research, writing, and original thinking. In-text citations are required throughout the paper
- Teams may use one laptop/notebook for the presentation. Contestants must provide their own equipment

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.
- 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 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.

160 Economic Trends Research 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 their Research Paper and Works Cited in the correct format 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
Comprehension of Topic	Shows limited understanding, with inaccuracies and shallow explanations. Ideas are unclear and poorly connected.	Demonstrates clear understanding with accurate explanations and relevant examples, with logical connections.	Exhibits deep understanding, explaining complex ideas clearly with insightful examples and thorough coverage.	/30
Organization and Expansion of Ideas	The argument lacks structure, with weak transitions and underdeveloped ideas.	The argument is logical and coherent, with clear transitions and well-developed points.	The argument is well-organized, with smooth transitions and thoroughly expanded points, demonstrating clear reasoning.	/30
Introduction/Summary	The introduction and summary lack clarity, with underdeveloped arguments and insufficient evidence.	The introduction and summary present a logical argument, with appropriate evidence supporting conclusions.	The introduction and summary are compelling, with strong evidence and a concise, impactful summary.	/30
Creativity	The response lacks creativity, using generic ideas and limited resources.	The response is creative, offering an original perspective with diverse resources supporting the ideas.	The response is highly original and inventive, with well-integrated resources adding depth and creativity.	/30
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/30
TOTAL TECHNICAL POINTS				/160

160 Economic Trends Research Team

Presentation Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL 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
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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 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

165 Personal Financial Management

Description & Eligibility

Contestants will showcase personal finance expertise by analyzing credit, taxes, investments, insurance, and retirement strategies while applying risk management, consumer protection concepts, and financial calculations to solve real-world scenarios. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

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

Competition Notes

- Method of evaluation: objective | application
- AI Policy Level 1. *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests or facsimiles (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 for orientation, no more than sixty (60) minutes for testing, and no more than ten (10) minutes for wrap-up
- Entries vary by state

Contest Competencies

1. Explain the functions of key regulatory agencies in overseeing financial institutions and protecting consumers, emphasizing compliance and ethical standards
2. Analyze credit agreements, costs, and regulatory protections to make informed borrowing decisions
3. Describe common identity theft tactics and recommend proactive measures for safeguarding personal data
4. Apply mathematical methods to calculate simple and compound interest, supporting accurate financial planning and cost analysis
5. Interpret personal income tax concepts, including deductions, credits, and filing requirements, to support compliance and financial planning
6. Describe the role of credit bureaus and analyze factors influencing credit scores
7. Evaluate the financial and legal consequences of bankruptcy, including costs, long-term impacts, and alternatives
8. Compare features, benefits, and tax implications of retirement plans and assess strategies for different life stages to promote lifelong financial security
9. Identify and explain major types of insurance, distinguish insurable vs. self-insurable risks, analyze factors affecting premiums, and calculate benefits to support effective risk management
10. Analyze investment options by evaluating risk, return, liquidity, and diversification, calculating and comparing rates of return, and explaining how diversification reduces risk and supports optimized returns
11. Differentiate between preferred and common stock, calculate dividends based on company policies, and interpret factors influencing stock price movements to apply basic analysis for predicting trends
12. Compare mutual fund categories and evaluate their suitability for different investment goals
13. Distinguish between corporate and government bonds, analyzing features, risks, and returns

190 Financial Services Concepts (Open)

(formerly 190 Financial Math and Analysis)

Description & Eligibility

Contestants will apply business and financial math concepts to perform accurate calculations, analyze quantitative data, and solve consumer and organizational financial challenges to support informed decision-making. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

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

Competition Notes

- Method of evaluation: objective
- AI Policy Level 1. *No AI Allowed*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Apply business and financial math concepts and use mathematical reasoning to analyze and solve consumer and organizational financial challenges, supporting informed decision-making
2. Interpret and analyze financial charts and graphs to gain insights and solve quantitative problems
3. Execute accurate financial computations for payroll, interest, and invoicing using current industry tools and standards
4. Analyze and solve consumer financial scenarios involving spending, banking, taxes, investments, financial planning, and notes to support informed financial decisions
5. Calculate mark-up, mark-down, selling price, and gross profit to evaluate business performance and pricing strategies
6. Apply time value of money concepts to analyze investments, loans, and financial planning decisions
7. Compute depreciation and inventory values using industry-standard methods to ensure accurate financial reporting and asset management

MANAGEMENT & ENTREPRENEURSHIP EVENTS

- 200 Integrated Office Applications
- 205 Fundamental Spreadsheet Applications
- 210 Advanced Spreadsheet Applications
- 215 Database Applications
- 220 Legal Office Procedures
- 225 Administrative Support Team
- 230 Administrative Trends Research Individual
- 235 Business Law and Ethics
- 240 Entrepreneurship
- 245 Small Business Strategy Team
- 250 Parliamentary Procedure Team
- 290 Management & Entrepreneurship Concepts (Open)
- 291 Parliamentary Procedure Concepts (Open)
- 292 Project Management Concepts (Open)
- 293 Meeting and Event Planning Concepts (Open)

Description & Eligibility

Contestants will build essential digital productivity skills for today's workplace. Learn to create and refine professional documents and presentations, ensure accessibility, and master spreadsheets and databases to analyze and visualize data effectively. Any secondary or postsecondary division 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
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- At NLC, contestants will take MOS PowerPoint 365 Associate certification as part of the event. Contestants passing this certification will have 50 points added to their event score
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Contest Competencies

1. Demonstrate proficiency in creating and managing professional business documents using advanced digital productivity tools and integrated software solutions
2. Create, edit, and proofread professional documents and presentations using modern digital tools, multimedia elements, and accessibility standards
3. Utilize spreadsheet and database software to organize, analyze, visualize, interpret structured data, apply formulas, queries, and visualization tools



Description & Eligibility

Contestants will demonstrate essential spreadsheet skills to organize, analyze, and present data with precision. Learn to design and format workbooks, build automated solutions using formulas and references, create charts, and apply styles and validation for professional, user-friendly reports. Any secondary or postsecondary division contestant may enter this application event. Contestants may *not* enter Fundamental and Advanced Spreadsheet Applications in the same year. This event may *not* be repeated.

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
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minute wrap-up
 - No more than fifty (50) minutes for certification test
- At NLC, contestants will take MOS Excel 365 Associate certification as part of the event. Contestants passing this certification will have 50 points added to their event score
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Contest Competencies

1. Design, format, and manage worksheets and workbooks using spreadsheet tools to organize, analyze, and present data accurately and efficiently
2. Develop formulas/functions to create automated spreadsheet solutions
3. Apply mixed, absolute, and relative cell references, including cross-sheet references
4. Create charts and organize data using outlines, groups, and subtotals to enhance reporting
5. Enhance spreadsheet usability and presentation by applying styles, validating data, auditing formulas, and customizing print options

Description & Eligibility

Contestants will demonstrate advanced skills to create and format workbooks, import and manage data, and develop complex formulas, functions, and macros. Gain skills in PivotTables, advanced charts, and collaborative tools to analyze and present data effectively. Any secondary or postsecondary division contestant may enter this application event. Contestants may *not* enter Fundamental and Advanced Spreadsheet Applications in the same year.

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
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- At NLC, contestants will take MOS Excel 365 Expert certification as part of the event
- Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Contest Competencies

1. Create, modify, format, and develop workbooks
 2. Import and export data, define ranges, and configure tables
 3. Develop complex formulas, functions, and macros
 4. Summarize and analyze data using Pivot Tables, advanced charts, and formulas
 5. Manage workbooks using complex features including formula auditing and collaborative tools
-



215 Database Applications

(formerly 240)

Description & Eligibility

Contestants will design and manage relational databases for accurate data storage and advanced reporting. Gain skills in creating fields, relationships, and formulas; importing and exporting data; building queries and filters; and producing user-friendly forms and professional reports to support data-driven decisions. Any secondary or postsecondary division 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
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Design relational databases by defining fields, relationships, and calculated formulas columns to ensure accurate data storage, retrieval, and advanced reporting capabilities
2. Demonstrate foundational knowledge of database management principles and apply industry-standard software to create, modify, maintain, and secure databases
3. Manipulate, import, and export data using queries, filters, and multiple formats to meet organizational needs
4. Design user-friendly data entry forms and produce professional reports with totals and calculated fields, analyzing results to identify trends and support decision-making



220 Legal Office Procedures

(formerly 245)

Description & Eligibility

Contestants will develop essential skills for a professional legal environment. Learn to apply legal terminology, create and manage accurate documents, maintain compliance with data protection and ethical standards, and organize office systems using industry protocols. Gain experience in client service, legal research, and understanding court procedures. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Suggested resource: ANSI/ARMA 1-1995 - Alphabetic Filing Rules

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
- Previous Business Professionals of America tests and/or sample 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, and no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Apply foundational legal terminology, including Latin terms, and office procedures to ensure accurate communication and compliance in a legal environment
2. Create, edit, and format legal documents and client correspondence using digital tools and industry-standard practices to ensure accuracy, clarity, and compliance
3. Manage electronic communications and files in compliance with legal protocols and data protection regulations
4. Deliver professional client service while upholding ethical standards and confidentiality requirements in all legal office interactions
5. Organize and maintain office inventory and filing systems using digital tools and ARMA standards
6. Research legal information and manage client records and billing procedures
7. Apply knowledge of federal, state, and local court structures and proceedings

225 Administrative Support Team (Dedicated to the memory of Deborah Paul) (formerly 255)

Description & Eligibility

Teams will learn to use industry-standard software for word processing, spreadsheets, databases, presentations, and publishing to create professional materials and streamline workflows. Teams will develop teamwork and leadership strategies while ensuring all communications meet organizational branding standards. A team will consist of 2-4 contestants. Any secondary or postsecondary division contestant may enter this application event.

Team Must Supply

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

Equipment/Supplies Provided

- Computer with software (one per contestant)
- Flash Drive (one per team, to be submitted with test materials after 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
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- Each state is allowed three (3) entries

Contest Competencies

1. Utilize industry-standard software for word processing, database management, spreadsheets, presentations, and desktop publishing to organize and merge data, analyze information, and create professional business materials across multiple applications to ensure efficiency
2. Demonstrate leadership and teamwork by evaluating tasks, delegating responsibilities, and managing priorities and timelines to optimize workflow and achieve organizational goals
3. Ensure all communications and materials adhere to organizational style and branding standards

Description & Eligibility

Contestants will research a workplace-related topic and present their findings in a professional report and oral presentation. Submissions should demonstrate strong research skills, clear communication, and evidence-based recommendations. Any secondary division 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Research how administrative support professionals are uniquely vulnerable to workplace stress and burnout due to the high-demand, multi-tasking nature of their roles. Explore the organizational and personal strategies that can promote wellness, resilience, and long-term career sustainability.

Considerations

- Causes and warning signs of burnout specific to administrative support roles
- Impact of burnout on productivity, accuracy, and overall workplace culture
- Organizational wellness programs, policies, and employer responsibilities
- Ergonomics, physical workspace design, and their effects on employee well-being
- Mental health resources and support systems available in the workplace
- Skills for setting professional boundaries and managing workload effectively
- Global and cultural considerations in workplace wellness practices
- Recommendations for both employers and administrative professionals to prevent burnout

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.

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 contestant in the allotted time
- 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 seven (7) minutes for the presentation, no more than five (5) minutes for judges' questions
- Each state is allowed three (3) entries

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Naming Convention	National Deadline
Project files submitted in one combined PDF: 1. Research Paper 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	ATRI-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply foundational administrative concepts to analyze workplace changes and emerging issues, assessing their impact on administrative support functions
2. Conduct comprehensive research using diverse resources and communicate findings through professional reports and presentations, responding to questions with evidence-based reasoning
3. Prepare a research report following organizational format standards and evaluate findings to offer recommendations

Contest Specifications for this Event

- 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.
- Document length is limited to seven double-spaced, single-sided, numbered pages with one-inch margins. The Works Cited page(s) is not included in this limit, but graphs, tables, and charts are. Judges will not read beyond the seven allowed pages.
- Each research paper must reflect the contestant's own research, writing, and original thinking.
- The research paper must be keyed/word-processed. In-text citations are required throughout the paper.

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.
- 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.

230 Administrative Trends Research 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 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 one (1) combined PDF file containing their Research Paper and Works Cited in the correct format 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	Meets Expectations 11-20	Above Expectations 21-30	Points Awarded
Introduction & Summary	The introduction and summary lack clarity, with underdeveloped arguments and insufficient evidence.	The introduction and summary present a logical argument, with appropriate evidence supporting conclusions.	The introduction and summary are compelling, with strong evidence and a concise, impactful summary.	/30
Organization and Expansion of Ideas	The argument lacks structure, with weak transitions and underdeveloped ideas.	The argument is logical and coherent, with clear transitions and well-developed points.	The argument is well-organized, with smooth transitions and thoroughly expanded points, demonstrating clear reasoning.	/30
Comprehension of Topic	Shows limited understanding, with inaccuracies and shallow explanations. Ideas are unclear and poorly connected.	Demonstrates clear understanding with accurate explanations and relevant examples, with logical connections.	Exhibits deep understanding, explaining complex ideas clearly with insightful examples and thorough coverage.	/30
Creativity	The response lacks creativity, using generic ideas and limited resources.	The response is creative, offering an original perspective with diverse resources supporting the ideas.	The response is highly original and inventive, with well-integrated resources adding depth and creativity.	/30
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/30
TOTAL TECHNICAL POINTS				/160

230 Administrative Trends Research 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 0-5 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
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.	/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
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than seven (7) 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 SEVEN (7) MINUTES

235 Business Law and Ethics

(formerly 265)

Description & Eligibility

Contestants will demonstrate knowledge and skills in the areas of ethics, law, business law, and personal law. Any secondary or postsecondary division 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*
- Previous Business Professionals of America tests and/or sample 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. Understand legal terminology, including Latin terms, and office procedures accurately in documents and communications to ensure efficiency and compliance in a modern legal environment
2. Analyze and navigate court structures and proceedings while applying ethical standards to ensure compliance and uphold professional integrity
3. Demonstrate an understanding of self-awareness and effective communication with a diverse workforce to foster an inclusive and professional legal environment
4. Demonstrate an understanding of sound judgment and decision-making skills to meet or exceed legal workplace standards and expectations

Description & Eligibility

Contestants will develop a comprehensive business plan and operating strategy for a new venture or startup. Contestants will prepare and present an investor-ready pitch designed to secure financing for their proposed business. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Contestant Must Supply

- For each round of presentations (preliminaries and finals) the contestant may share supporting materials (e.g., research charts, brochures, etc.). These materials may be used during the presentation but must not be left with the judges
- 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 - Product displays and props (product samples and promotional items), prepared posters, flip charts, easels, or graphs in presentation

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 contestants and take place within the time allotted
- No Internet access will be provided on-site at the NLC; however, contestants may provide their own access to be used only for their presentation to the judges
- No materials may be left with the judges
- At NLC, contestants will take the Entrepreneurship and Small Business (ESB) certification exam. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than three (3) minutes setup, no less than five (5) and no more than seven (7) minutes oral presentation, including the pitch to the investors, and no more than five (5) minutes judges' questions
 - No more than fifty (50) minutes for certification test
- 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)	National Deadline
Business Plan in one combined PDF to include: 1. Title Page 2. Table of Contents 3. Business Plan 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	ENT-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Develop a comprehensive business plan that demonstrates understanding of entrepreneurship, feasibility, and startup requirements
2. Communicate research clearly and professionally in both written and oral formats
3. Identify and use internal and external resources that support business development and planning
4. Identify and analyze target customer groups, demographics, and customer relationship needs
5. Develop and justify pricing strategies based on customer value, costs, and competition
6. Prepare and justify the loan amount and financial data needed to establish the business, including startup costs and basic financial projections
7. Deliver clear, persuasive, and informative presentations that effectively communicate the business concept

Contest Specifications for this Event

- Business plan must reflect a new business for contestant'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, contestants may choose to use a fictitious address and telephone number.
- The Business Plan, including the Title Page, Table of Contents, and Works Cited must be formatted according to the *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.
- Supporting documentation submitted separately during presentation **ONLY** may include layouts, brochures, flyers, business cards, résumés, product designs, prototypes, etc.
- Any Business Plan 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 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.
- 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.

240 Entrepreneurship

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 Guidelines and 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)				
Contestant submitted one (1) combined PDF file containing their Business Plan to include the Title Page, Table of Contents, 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.	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 chart and roles.	Clear organizational chart with adequately described roles.	Comprehensive 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 0-16 points	Meets Expectations 17-33 points	Above Expectations 34-50 points	Points Awarded
Financial Analysis	Incomplete, unrealistic financial information.	Provides adequate financial details, including a basic balance sheet.	Comprehensive, realistic, detailed balance sheet.	/50
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 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.	/15
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/15
TOTAL TECHNICAL POINTS				/300

240 Entrepreneurship

Presentation Scoring Rubric

Required Elements (If any questions result in a NO being checked, judges please assign a score of 0)				
Contestant followed the topic.				☐ Y ☐ N
Contestant followed the 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
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
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no less than five (5) and no more than seven (7) 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 SEVEN (7) MINUTES

245 Small Business Strategy Team

(formerly 510)

Description & Eligibility

Teams will analyze a real-world small business case and develop data-driven, strategic solutions to address identified challenges. Using critical thinking and collaborative problem-solving skills, teams will prepare and present an action plan with recommendations addressing financial, operational, human resource, and marketing impacts. At the state and national levels, teams will receive an additional scenario element requiring rapid analysis and revision of their strategy before final presentation. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

SmartNest Dynamics, founded by Evan Harper, is a smart-home installation and support company that has grown steadily over the past three years. The team installs smart lighting, climate control, security systems, entertainment setups, and whole-home automation for homes and small offices in a fast-growing suburban metro area. Known for reliable, high-quality service, SmartNest Dynamics is typically booked 2-3 weeks out, and subscription services now make up 40% of revenue. The company currently has six installers and two support staff.

Even with strong demand, Evan is reaching a turning point. SmartNest Dynamics is busier than ever and keeping up is difficult. Heavy installer workloads, rising support requests, and Evan's responsibilities with scheduling, communication, training, and inventory make planning ahead challenging. Meanwhile, new opportunities—smart-office installations, AI-powered features, and subscription growth—are emerging, but current systems and staffing may not fully support a large expansion.

Evan hopes to grow SmartNest Dynamics sustainably—improving operations, exploring new technology options, and maintaining the company's strong reputation. He has hired your team to recommend a strategic growth plan for the coming year.

Your plan should include:

- Key actions SmartNest Dynamics should take to support sustainable growth
- Recommendations to improve staffing, workflow, or daily operations
- A decision on whether SmartNest Dynamics should begin offering AI-based smart-home features this year
- Ways to strengthen customer satisfaction and overall service quality

Considerations:

- Which growth opportunity SmartNest Dynamics should prioritize first
- How day-to-day operations can be streamlined as demand increases
- What factors SmartNest Dynamics should evaluate before introducing AI-powered features

Team Must Supply

- For each round of presentations (preliminaries and finals) the team must provide one (1) copy of the Works Cited formatted according to the *Style & Reference Manual*, signed BPA Release Form(s), and AI Usage and Documentation Form
- Sharpened pencils, pens
- Optional (Prep Room Only) – Laptop/notebook computer, portable printer with paper (1 per team)
 - AI Policy Level 1 *No AI Allowed*

- 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 - Prepared posters, graphs, poster board, flip charts and markers, product props (samples and promotional items)

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 contestant within the time allotted
- No internet access will be provided on-site at the NLC. Contestants may bring their own internet access, but it may be used only during their presentation – not in the prep room.
- No materials may be left with the judges
- Length of the event: no more than five (5) minutes orientation and no more than thirty (30) minutes preparation time for state and national levels. No more than three (3) minutes setup, no more than ten (10) minutes for the presentation, and no more than ten (10) minutes judges' questions
- Each state is allowed three (3) entries

Contest Competencies

1. Develop and implement a strategic action plan, effectively managing time, finances, and personnel to achieve measurable outcomes
2. Apply entrepreneurial, managerial, and problem-solving principles to address business challenges and develop innovative solutions
3. Interpret and communicate data-driven insights, identifying key issues, assumptions, and evidence to support business recommendations
4. Conduct financial and situational analyses using SWOT, forecasting, and other strategic tools to evaluate short- and long-term impacts
5. Analyze team strengths, define roles, and delegate responsibilities to meet project goals
6. Deliver a persuasive, data-supported team presentation using clear visuals and appropriate digital tools
7. Apply ethical, legal, and socially responsible decision-making in all business recommendations
8. Use digital collaboration and productivity tools to plan, analyze, and present business solutions
9. Evaluate business strategies using KPIs and analytics to measure performance and guide decisions
10. Use innovation and change-management principles to create and implement effective business solutions

Contest Specifications for this Event

- At the state and national levels, teams will be given an additional element to the original scenario to address during the presentation. These added elements are specific to the level of competition and are not connected to or carried over from previous competitions.
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.) other than the laptop, notebook, or tablet approved for the presentation.
- No advisor contact will be allowed between the time of receiving the additional element and the delivery.
- 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 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.

245 Small Business Strategy 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 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
*Inclusion of On-Site Information	Did not incorporate additional information or made minimal adjustments.	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
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-24 points	Above Expectations 25-35 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.	/35
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 member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/10
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 & Documentation	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes. One (1) copy of the Works Cited, BPA Release Form(s) and the AI Usage and Documentation Form for each round of the event (preliminary and final) was submitted.			/10
TOTAL PRESENTATION POINTS				/100

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

*If there is no additional element, do not score this criterion.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Description & Eligibility

Teams will demonstrate the application of parliamentary procedure and leadership skills in conducting an organized, democratic, and professional business meeting. Teams will be evaluated on their ability to apply correct parliamentary law as outlined in the current Robert's Rules of Order Newly Revised, ensure equitable participation, and maintain professional decorum. Evaluation includes a simulated meeting, an oral examination, and an objective test assessing parliamentary knowledge and leadership in meeting management. Any secondary division contestant may enter this team event.

A team consists of 4-8 contestants. Contestants who participate in this event at the national level are eligible for twelve (12) years of paid membership offered by the American Institute of Parliamentarians.

Team Must Supply

- *Robert's Rules of Order Newly Revised* (current edition)
- Sharpened pencils, pens for secretary's minutes
- Gavel
- Published and/or unpublished reference materials in the preparation room only
- Opening and Closing a Meeting scripts in the preparation room only

Equipment/Supplies Provided

- Test/Agenda (one per team)
- Blank sheet of paper for Secretary's minutes
- One 3"x5" index card for each team member
- American flag

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- All team members must take an objective parliamentary procedure test. The test should be administered to all team members at the same time. The average score will be added to the team score. The test is specific to this event. Reference materials are NOT allowed
- Suggested resource for objective portion: Dunbar's Manual of Parliamentary Procedure
- Length of event: no more than fifteen (15) minutes preparation time, no more than fifteen (15) minutes parliamentary demonstration, and 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. Demonstrate accurate knowledge of parliamentary procedures and apply the rules correctly during a meeting
2. Apply democratic principles to ensure fair, orderly, and inclusive decision-making
3. Conduct or participate in a structured business meeting using proper procedures, agendas, and meeting etiquette
4. Correctly process, state, handle, and dispose of assigned parliamentary motions, demonstrating proper use of debate, precedence, and voting procedures
5. Manage time effectively to keep the meeting progressing efficiently and within required limits
6. Work effectively as a team by assigning roles, collaborating respectfully, and supporting a smooth and efficient meeting demonstration

7. Communicate clearly and professionally when stating motions, presenting arguments, and debating, using effective verbal and nonverbal delivery skills
8. Interpret and follow an agenda to maintain proper meeting flow and sequencing of business
9. Demonstrate professional conduct and meeting etiquette, showing respect for members, officers, and the decision-making process
10. Record clear, accurate, and essential meeting minutes in real time, following basic RONR guidelines.

Contest Specifications for this Event

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- Suggested Procedure - officers should be seated at the head table; the Secretary should be seated to the right of the Chairperson and Parliamentarian to the left.
- After the opening ceremony, the Chairperson must acknowledge a quorum and then ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the Secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.
- The Secretary will be permitted to take the contest agenda into the presentation room. The Secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes and contest agenda to the judges immediately after the presentation. Secretary's notes will be verified for content only.
- A warning card will be shown five (5) minutes before the maximum presentation time and one (1) minute before the maximum time.
- Judge questions will be directed to the Chairperson for any contestant to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- Each team contestant may have one 3" x 5" notecard during the presentation but may *not* refer to the authority during the presentation.
- Judges' comments will be returned digitally through the online judging system at the national level.

Opening a Meeting

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the contestants a well-planned and organized meeting. This will make meetings more orderly and effective.

The Opening Ceremony

President

(Stands and raps the gavel once for attention.) The meeting will come to order. We are now holding a meeting of the Business Professionals of America. Mr. /Madam Vice President, what are the major purposes of our professional organization?

Vice President

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

President

May we accomplish these objectives? Mr. /Madam Vice President, will you please present the other officers?

Vice President

With pleasure, I introduce:

(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)

Mr. /Madam President, the officers are at their stations.

President

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag?

(Raps the gavel three times to call the members and guests to stand. The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)

Everyone

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

President

Fellow members and guests, join me in stating why we are here.

Everyone

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

President

Please be seated.

Closing a Meeting

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted.

Equipment and Supplies

Gavel

The Ceremony**President**

Mr. /Madam Secretary, do you know of any further business which should be transacted at this time?

Secretary

(Rises, replies, and sits down.) I have none, Mr. /Madam President.

President

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

250 Parliamentary Procedure Team
Presentation Scoring Rubric/Criteria

Judge 1 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Chairperson's presiding ability						
Subject #1	○	1-5	6-10	11-15	16-20	/20
Subject #2	○	1-5	6-10	11-15	16-20	/20
Subject #3	○	1-5	6-10	11-15	16-20	/20
Clarity and correctness of business transactions						
Subject #1	○	1-5	6-10	11-15	16-20	/20
Subject #2	○	1-5	6-10	11-15	16-20	/20
Subject #3	○	1-5	6-10	11-15	16-20	/20
Total Points Awarded by Judge 1 Only (120 points maximum)						/120

Judge 2 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Followed voting procedures						
Subject #1	○	1-5	6-10	11-15	16-20	/20
Subject #2	○	1-5	6-10	11-15	16-20	/20
Subject #3	○	1-5	6-10	11-15	16-20	/20
Judges' questions						
Question #1	○	1-3	4-6	7-9	10	/10
Question #2	○	1-3	4-6	7-9	10	/10
Question #3	○	1-3	4-6	7-9	10	/10
Total Points Awarded by Judge 2 Only (90 points maximum)						/90

Judge 3 Only

Evaluation Criteria	Non- Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
General participation by contestants, excluding secretary.						
Subject #1	O	1-5	6-10	11-15	16-20	/20
Subject #2	O	1-5	6-10	11-15	16-20	/20
Subject #3	O	1-5	6-10	11-15	16-20	/20
Quality of discussion and power of expression, communication skills, and poise.						
Subject #1	O	1-5	6-10	11-15	16-20	/20
Subject #2	O	1-5	6-10	11-15	16-20	/20
Subject #3	O	1-5	6-10	11-15	16-20	/20
All points or none are awarded per item below.						
Included Opening and Closing ceremonies					10	/10
Followed designated order of business					10	/10
Secretary's handwritten notes of the meeting prepared in a legible manner					10	/10
At least four original team members were present during the presentation					10	/10
Total Points Awarded by Judge 3 Only (160 points maximum)						/160

TOTAL MAXIMUM POINTS = 370 + the average of the team members' scores from the Objective Test

290 Management & Entrepreneurship Concepts (Open)

(replaced 290 Administrative Support Concepts)

Description & Eligibility

Contestants will demonstrate foundational knowledge of Management & Entrepreneurship concepts including business planning, organizational management, marketing, financial fundamentals, and strategic decision-making. Any secondary or postsecondary division contestant may enter this objective event.

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified.
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Demonstrate understanding of entrepreneurship principles, including business plan development, startup requirements, feasibility analysis, and the characteristics of successful entrepreneurs
2. Demonstrate understanding of management and human resource concepts, including planning, organizing, leadership, staffing, motivation, and workplace policies
3. Analyze small business strategies by evaluating financial data, marketing plans, operational decisions, and short- and long-term planning approaches
4. Demonstrate understanding of core marketing concepts, including research, segmentation, value creation, pricing, and promotion
5. Apply financial literacy skills including interpreting basic financial statements, understanding startup costs, budgeting, and evaluating business performance metrics
6. Understand legal, ethical, and socially responsible business practices, including regulatory compliance, business ownership structures, and professional conduct standards
7. Apply strategic decision-making and problem-solving skills to evaluate business challenges and identify data-driven solutions
8. Understand how management, marketing, HR, finance, and global business concepts connect to support overall organizational strategy

291 Parliamentary Procedure Concepts (Open)

(formerly 592)

Description & Eligibility

Contestants will assess knowledge of parliamentary procedure and its role in conducting organized, democratic, and professional meetings. Competitors will be tested on their understanding of Robert's Rules of Order Newly Revised (12th Edition), including motion classification and processing, debate rules, voting methods, quorum and agenda requirements, and fundamental meeting management concepts. This objective test emphasizes accurate application of parliamentary law, ethical meeting practices, and the principles of fairness, order, and inclusive group decision-making. Any secondary or postsecondary division contestant may enter this objective event.

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Suggested resource: *Dunbar's Manual of Parliamentary Procedure Test Questions*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Understand fundamental parliamentary principles and terminology
2. Identify the classes of motions and their characteristics, including precedence, purpose, and debate rules
3. Understand the steps and rules for processing motions according to parliamentary procedure
4. Identify voting methods, requirements, and procedures
5. Understand basic meeting structure and management, including the order of business, quorum, minutes, and officer roles
6. Understand rules of debate and member rights, including limits, decorum, and how members obtain the floor
7. Identify quorum requirements, minute-taking basics, and the purpose of official meeting records
8. Understand the democratic principles, fairness standards, and ethical expectations that guide parliamentary procedure

292 Project Management Concepts (Open)

(formerly 593)

Description & Eligibility

Contestants will assess understanding of universal project management concepts and practices aligned with nationally recognized project management standards, including the Project Management Institute (PMI) PMBOK® Guide. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) 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. Contestants who violate this rule will be disqualified.
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Understand project life cycles, phases, organizational structures, and essential project management terminology
2. Understand work breakdown structures (WBS) and how they support planning, scheduling, and task management
3. Analyze project information including tasks, schedules, milestones, deliverables, budgets, and overall project strategies
4. Understand project risk, quality, and performance concepts, including how uncertainty and customer expectations impact outcomes
5. Understand leadership, teamwork, communication, stakeholder engagement, and collaboration tools that support project success
6. Understand ethical behavior, responsibility, and professional conduct in project management

293 Meeting and Event Planning Concepts (Open)

(formerly 590)

Description & Eligibility

Contestants will demonstrate understanding of the core principles and practices of professional meeting and event management. This objective test reflects industry-informed standards and emphasizes ethical conduct, effective communication, and appropriate use of technology. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) 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. Contestants who violate this rule will be disqualified.
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Plan and manage all aspects of an event project by organizing tasks, timelines, and resources
2. Recruit, schedule, and train staff or volunteers to support event operations
3. Manage the event budget by tracking expenses, handling monetary transactions, and making cost-effective decisions
4. Demonstrate knowledge of event design principles by planning the theme, program, agenda, room layout, speakers, performers, and key activities
5. Coordinate food, beverage, and vendor services according to event needs and expectations
6. Plan attendee flow and manage the event site by selecting an appropriate venue, designing the layout, and ensuring efficient movement and operations
7. Develop and manage event communication materials, including marketing pieces, signage, and merchandise
8. Communicate clearly and professionally in written and verbal business interactions
9. Demonstrate professionalism by acting responsibly, ethically, respectfully, and with transparency
10. Identify potential risks and develop basic contingency plans for unexpected challenges
11. Apply sustainable and socially responsible practices in meeting and event planning when appropriate
12. Evaluate event success using attendee feedback, budget outcomes, and key performance indicators

DIGITAL TECHNOLOGY

- 300 Computer Network Technology
- 305 Device Configuration and Troubleshooting
- 310 Server Administration Using Microsoft®
- 315 Network Administration Using Cisco®
- 320 Computer Security
- 325 Network Design Team
- 330 C# Programming
- 335 C++ Programming
- 340 Java Programming
- 345 SQL Database Fundamentals
- 350 Linux Operating Systems Fundamentals
- 355 Python Programming
- 360 HTML and CSS Coding
- 365 Website Design and Development Team
- 390 Digital Technology Concepts (Open)
- 391 Computer Programming Concepts (Open)

Description & Eligibility

Contestants will demonstrate foundational and advanced knowledge of modern computer networking, including architectures, protocols, hardware, connectivity, and security. This event evaluates real-world concepts used in today's enterprise environments. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take IT Specialist Networking certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- The top 10 contestants at Nationals will advance to a final round that includes a hands-on component. Scores from the preliminary round and the objective test will not carry over to the finals. Reference materials may be used during the application portion of the final round.
- Length of event
 - Preliminaries - No more than sixty (60) minutes for objective test
 - Preliminaries (Nationals only) - sixty (60) minutes for objective test, no more than fifty (50) minutes for certification test, and no more than sixty (60) minutes for performance component
 - Finals (Nationals only) - No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Design, configure, and troubleshoot computer networks using OSI/TCP-IP models, subnetting, and IPv4/IPv6 addressing to ensure scalable and secure connectivity
2. Install, configure, and troubleshoot computer hardware components to ensure reliable performance and minimize downtime in networked environments
3. Configure and manage core network services including DNS, DHCP, etc. to enable efficient name resolution, addressing, and resource discovery
4. Deploy and manage cloud, virtualization, and secure remote-access technologies to support scalable and hybrid network infrastructures
5. Administer directory services and operating systems to ensure secure authentication, centralized management, and efficient enterprise operations
6. Identify key features of Wi-Fi 6/6E/7, explain how they improve network efficiency and performance, and describe appropriate use cases for modern wireless deployments

7. Compare cloud networking models and explain how networking, security, and access controls differ between public, private, hybrid, and multi-cloud environments
8. Explain how SD-WAN functions, identify its advantages over traditional WANs, and describe how SD-WAN improves application performance and network reliability
9. Define zero-trust networking, explain its core principles, and describe how it is implemented to secure modern enterprise networks

Description & Eligibility

Contestants will demonstrate practical knowledge of configuring, maintaining, and troubleshooting devices as an IT technician. This event focuses on real-world technical skills used in supporting and managing modern hardware and operating environments. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials, including hands-on tasks
- (Optional) Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be disqualified.

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- At NLC, contestants will take IT Specialist Device Configuration and Management certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- The top 10 contestants at Nationals will advance to a final round that includes a performance component. Scores from the preliminary round and the objective test will not carry over to the finals. Reference materials may be used during the application portion of the final round.
- Length of event
 - Preliminaries - No more than sixty (60) minutes for objective test
 - Preliminaries (Nationals only) - No more than sixty (60) minutes for objective test, no more than fifty (50) minutes for certification test, and no more than sixty (60) minutes for performance component
 - Finals - (Nationals only) No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Install, upgrade, and safely replace hardware components to maintain, optimize, and extend device performance and lifecycle
2. Identify and connect peripheral devices using the appropriate ports and interfaces, install and update device drivers, and diagnose and resolve connectivity, compatibility, and performance issues
3. Configure and manage storage devices and technologies, allocate and optimize system resources, and troubleshoot storage-related and resource-related performance issues
4. Diagnose hardware and software issues, troubleshoot boot procedures, and perform preventative maintenance to minimize downtime and ensure system reliability

5. Install, configure, and maintain Windows® and Linux operating systems and manage user accounts to support secure and efficient computing environments
6. Configure and manage cloud services and firewall settings to enable secure connectivity, data storage, and remote access
7. Configure, manage, and secure mobile devices using Mobile Device Management (MDM) tools to ensure consistent policies, data protection, and reliable access across enterprise environments
8. Use imaging and deployment tools to create, customize, and deploy operating system images, ensuring efficient setup, standardization, and rapid provisioning of client systems
9. Create, configure, and manage virtual machines for testing and troubleshooting, enabling safe experimentation, multi-OS environments, and flexible lab simulations
10. Identify, diagnose, and resolve connectivity, configuration, and security issues in Internet of Things (IoT) devices to ensure reliable integration within modern network environments

310 Server Administration Using Microsoft®

Description & Eligibility

Contestants will demonstrate core knowledge of server administration within a Windows® network environment. This event focuses on fundamental network management, system configuration, and maintenance tasks performed by IT administrators. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials, including hands-on tasks.
- (Optional) Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be disqualified.

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- The top 10 contestants at Nationals will advance to a final round that includes a hands-on component. Scores from the preliminary round and the objective test will not carry over to the finals. Reference materials may be used during the application portion of the final round.
- Length of event
 - Preliminaries - No more than sixty (60) minutes for objective test
 - Preliminaries (Nationals only) - No more than sixty (60) minutes for objective test, and no more than sixty (60) minutes for performance component
 - Finals (Nationals only) - No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Monitor, manage, and troubleshoot access to files, folders, and shared resources to ensure data security and user productivity
2. Install, configure, and troubleshoot Windows® operating systems, hardware devices, and drivers to ensure compatibility, stability, and reliable deployment
3. Monitor, analyze, and optimize system performance and implement backup and recovery solutions to ensure reliability and minimize downtime
4. Implement and manage data encryption, auditing, and security policies in Windows® environments to ensure compliance and protect organizational assets
5. Configure and manage Azure AD / Entra ID to support secure user authentication, access management, and identity protection in cloud-connected environments
6. Implement and troubleshoot hybrid identity solutions and Single Sign-On (SSO) to provide seamless, secure access across on-premises and cloud resources
7. Use Microsoft Intune to enroll, configure, secure, and manage devices through cloud-based policies, ensuring consistent settings and compliance across the organization
8. Configure and maintain virtualization clusters to provide high availability, load balancing, and resilient performance in virtualized environments
9. Deploy and manage Active Directory Domain Services and Group Policy, and configure and troubleshoot core network services including DNS and DHCP to support a Windows Server domain environment
10. Install and configure Windows Server roles and features; administer systems using PowerShell; implement file, storage, backup, and recovery services; apply patch and update management; and deploy Hyper-V and failover clustering for high availability

Description & Eligibility

Contestants will demonstrate foundational knowledge of network administration within a Cisco® environment. This event focuses on essential skills in configuring, managing, and securing network devices and architectures. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take Cisco Certified Support Technician certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- The top 10 contestants at Nationals will advance to a final round that includes a performance component. Scores from the preliminary round and the objective test will not carry over to the finals. Reference materials may be used during the application portion of the final round.
- Length of event
 - Preliminaries - No more than sixty (60) minutes for objective test
 - Preliminaries (Nationals only) - No more than sixty (60) minutes for objective test, no more than fifty (50) minutes for certification test, and no more than sixty (60) minutes for performance component
 - Finals - (Nationals only) No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Design, configure, secure, and optimize routing, switching, VLANs, and First Hop Redundancy Protocols (FHRP) to ensure efficient, segmented, and highly available enterprise networks
2. Design and implement scalable LAN/WAN topologies using advanced routing, switching, and security protocols to support resilient and secure network infrastructures
3. Configure and manage NAT, IPv4/IPv6 addressing, and access control lists (ACLs) to secure and control network traffic in modern environments
4. Implement network management solutions to monitor, analyze, and maintain network health, performance, and security
5. Explain the fundamentals of Software-Defined Networking (SDN) and how centralized control, programmability, and abstraction improve network flexibility, automation, and security
6. Use network automation tools to streamline configuration, reduce errors, and improve efficiency in managing network devices and services
7. Configure wireless LAN controllers (WLCs) to manage access points, apply wireless policies, and ensure secure, scalable, and high-performance wireless network operations
8. Plan and deploy wireless access points by analyzing coverage needs, interference, capacity requirements, and best-practice placement to support reliable and efficient wireless connectivity

Description & Eligibility

Contestants will demonstrate foundational knowledge of security management across Windows® and Linux® networking environments. This event focuses on essential skills in identifying threats, securing systems, and applying core cybersecurity principles. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take IT Specialist - Cyber Security certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- The top 10 contestants at Nationals will advance to a final round that includes a performance component. Scores from the preliminary round and the objective test will not carry over to the finals. Reference materials may be used during the application portion of the final round.
- Length of event
 - Preliminaries - No more than sixty (60) minutes for objective test
 - Preliminaries - (Nationals only) No more than sixty (60) minutes for objective test, no more than fifty (50) minutes for certification test, and no more than sixty (60) minutes for performance component
 - Finals - (Nationals only) No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Identify, assess, and mitigate security threats by deploying layered security tactics and managing inbound connections to prevent, detect, and respond to attacks
2. Develop, implement, and manage infrastructure security controls and organizational security policies to safeguard networks, systems, and data while ensuring compliance
3. Apply cryptography, encryption, authentication, and certificate management techniques while monitoring security infrastructure to protect data and detect incidents
4. Harden Windows®, Linux, and network devices by applying security best practices, updates, and configuration controls to reduce vulnerabilities and strengthen network defense
5. Secure and monitor TCP/IP and wireless networks by implementing encryption, authentication, and traffic analysis to prevent unauthorized access

6. Assess systems and networks to identify security vulnerabilities, evaluate potential threats, and prioritize mitigation strategies based on risk
7. Deploy and configure biometric authentication methods to strengthen identity verification and enhance access control
8. Identify and mitigate Internet security risks including malware, phishing, and web-based attacks while securing wireless networks for mobile and remote access
9. Configure and manage cloud Identity and Access Management (IAM) solutions to control permissions, enforce least-privilege access, and protect cloud-based resources across distributed environments
10. Explain and implement zero-trust architecture principles—including continuous verification, least-privilege access, and micro-segmentation—to strengthen security in modern, perimeter-less networks
11. Deploy and manage Endpoint Detection and Response (EDR) platforms to monitor, detect, and remediate threats on endpoints using behavioral analysis and automated response capabilities
12. Use Open-Source Intelligence (OSINT) methodologies to gather, analyze, and validate publicly available information for identifying potential threats, vulnerabilities, or indicators of compromise

325 Network Design Team

Description & Eligibility

Teams will analyze existing and proposed business environments and develop a comprehensive strategy for implementing a network infrastructure that meets the organization's needs. This event evaluates the team's ability to assess requirements, plan scalable solutions, and present a clear, effective network design. Any secondary or postsecondary division contestant may enter this judged 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 and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Cindershore Esports & Entertainment, headquartered in New York, New York, is a fast-growing organization that operates three flagship esports arenas inside major entertainment districts in Atlanta, Georgia; Denver, Colorado; and Phoenix, Arizona. Each arena hosts competitive gaming tournaments, live-streamed events, and public gaming lounges. Currently, each location relies on a patchwork of ISP-provided routers, unmanaged switches, and consumer-grade Wi-Fi access points, resulting in high latency during tournaments, inconsistent streaming quality, frequent network outages during peak events, and no centralized visibility or control across locations.

As part of their 2027 expansion, Cindershore plans to open three additional arenas in Charlotte, North Carolina; Sacramento, California; and Minneapolis, Minnesota. These new facilities will be purpose-built, approximately 8,000 square feet each, and will include a main tournament floor with 64 high-performance gaming stations, a broadcast studio for live streaming and commentary, a VIP lounge with premium internet access, administrative offices, and a public café area with complimentary Wi-Fi. Cindershore Esports & Entertainment needs a proposal for the following:

- **High-Throughput, Ultra-Low Latency Network Architecture:** Design a network capable of supporting simultaneous competitive gaming across 64 stations (minimum 25 Gbps backbone within each facility) with Quality-of-Service (QoS) prioritizing tournament traffic and keeping round-trip latency under 5ms on local segments.
- **Network Segmentation:** Create VLANs to isolate tournament gaming stations, broadcast/streaming equipment, VIP lounge, administrative offices, public café Wi-Fi, and building management/IoT systems.
- **Centralized Management and Monitoring:** Propose a unified network management solution (e.g., cloud-managed switches/APs or an SD-WAN controller) for all six sites, with real-time performance dashboards, automated alerting, and remote configuration capabilities.
- **Security and Remote Support:** Incorporate next-generation firewalls, intrusion detection/prevention systems (IDS/IPS), DDoS mitigation, VPN access for remote administration, and a role-based access control (RBAC) plan.
- **Scalability and Redundancy:** Ensure the design can support doubling tournament capacity and adding satellite pop-up event venues; include redundant ISP uplinks, failover strategies, and high-availability configurations for core switching.
- **Broadcast and Streaming Integration:** Plan dedicated network infrastructure supporting HD/4K live streaming from the broadcast studio, including bonded uplinks, CDN integration considerations, and stream isolation from public traffic.
- **Cost Estimation and ROI Analysis:** Provide a detailed bill of materials (switches, routers, APs, cabling, racks, licensing) and estimate both upfront capital expenditures and ongoing operational costs, balanced against projected revenue gains from improved tournament reliability and viewer experience.

Team Must Supply

- Published and/or unpublished non-electronic written reference materials
- Laptop/notebook computer (each team contestant may have one laptop), portable printer, software, paper and supporting equipment (extension cords, etc.)
- 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 allotted time for orientation/warm-up
- 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
- Business Professionals of America assumes no responsibility for hardware/software provided by the Contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.) – other than the laptop, notebook, or tablet approved for the presentation.
- No previous Business Professionals of America tests (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.
- Length of event: no more than three (3) minutes setup in presentation room, no more than ten (10) minutes presentation time, and no more than ten (10) minutes of judges' questions
 - No more than thirty (30) minutes preparation time at state and national level only
 - Teams will be presented with an additional element to the scenario that requires revision of their final presentation
- Each state is allowed three (3) entries

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name	National Deadline
Submit one combined PDF file: 1. Written Proposal 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	NDT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Design, implement, and optimize network solutions, including routing strategies and VPNs, to meet organizational requirements for performance, security, and scalability
2. Design and document network cable topologies and create detailed network diagrams using industry-standard tools to support communication, troubleshooting, and future planning
3. Assess end-user requirements, plan resource placement, evaluate centralized or decentralized strategies, and incorporate scalability for future expansion in network designs
4. Design and implement redundancy and secure remote access solutions to ensure network availability and support distributed workforces
5. Evaluate project requirements, delegate responsibilities, and analyze technical support structures to ensure effective team collaboration and network maintenance
6. Apply analytical and problem-solving techniques to resolve complex networking challenges and optimize protocols, infrastructure, and host configurations

7. Assess organizational risk tolerance and develop multiple technical recommendations for networking scenarios to support informed decision-making
8. Prepare and present business reports that communicate technical findings, recommendations, and project outcomes to stakeholders
9. Design and evaluate SD-WAN architectures to improve application performance, enhance network reliability, and support secure connectivity across distributed enterprise environments
10. Incorporate zero-trust networking principles—including identity-based access, continuous verification, and micro-segmentation—into network designs to strengthen security and limit attack surfaces
11. Design wireless LAN controller (WLC) architectures and plan access point deployment strategies to ensure scalable, high-performance, and centrally managed wireless networks
12. Design and integrate cloud networking solutions by evaluating connectivity options, security models, and resource placement to support hybrid, multi-cloud, and cloud-native infrastructures

Contest Specifications for this Event

- The written proposal must follow the report format located in the *Style & Reference Manual*
- At the state and national levels, teams will be given an additional element to the original scenario to address during the presentation. These added elements are specific to the level of competition and are not connected to or carried over from previous competitions
- Cell phones may *not* be used in the preparation room
- No advisor contact will be allowed between the time of receiving the additional element and the delivery of the presentation
- Only team-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 deadline. Please consult the regional or state conference administrator for regional or state 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 internet access will be provided on-site at the NLC. Contestants may bring their own internet access, but it may be used only during their presentation – not in the prep room.
- 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. In-text citations are required throughout the paper.
- 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.

325 Network 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 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 their Written Proposal, Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Written Proposal	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Customer Profile	Incomplete or unclear; lacks relevance to topic.	Clear and relevant; basic customer needs identified.	Thorough and insightful; customer needs and context well-defined.	/20
Objectives	Vague or missing; lacks measurable goals.	Clear and measurable; aligned with topic.	Strategic and impactful; objectives show depth and foresight.	/20
Abstract of Implementation	Lacks clarity or detail; hard to follow.	Clear summary of implementation steps.	Exceptionally clear and well-structured; shows strong understanding.	/20
Explanation of Products/Services	Minimal or unclear explanation.	Adequate explanation with relevance to topic.	Detailed and compelling; clearly demonstrates value.	/20
Clarity of Message	Message is unclear or off-topic.	Message is clear, concise, and relevant	Message is compelling, creative, and perfectly aligned with topic.	/20
Short- and Long-Range Goals	Goals are missing or poorly defined	Goals are defined and realistic	Goals are strategic, ambitious, and well-supported.	/20
Financial Analysis	Missing or inaccurate; lacks justification.	Basic financials with reasonable justification.	Detailed, accurate, and insightful financial planning.	/20
Supporting Documentation	Missing or poorly organized.	Includes relevant and organized documentation.	Comprehensive, well-organized, and enhances understanding.	/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 0-6 Points	Meets Expectations 7-13 Points	Above Expectations 14-20 Points	Points Awarded
Innovation of Solution	Conventional or derivative ideas.	Some originality; meets basic expectations.	Highly innovative; fresh, unique, and creative approach.	/20

325 Network Design Team
Technical Scoring Rubric (Cont'd)

Specific Technical Recommendations	Below Expectations 0-10 Points	Meets Expectations 11-30 Points	Above Expectations 31-50 Points	Points Awarded
Design & Deployment Specifications	Missing or vague specifications.	Includes basic design and deployment details.	Detailed and technically sound; exceeds expectations.	/50
Specific Technical Recommendations	Below Expectations 0-6 Points	Meets Expectations 7-13 Points	Above Expectations 14-20 Points	Points Awarded
Network Structure & Setup	Incomplete or unclear setup.	Basic structure and setup provided.	Robust and scalable setup; clearly supports requirements.	/20
Bandwidth Tiers & Services	Missing or not well-defined.	Identifies basic tiers and services.	Clearly defined tiers; tailored to customer needs.	/20
Scalability & Quality of Service	No mention of scalability or QoS.	Addresses scalability and reliability.	Strong emphasis on scalability, QoS, and future-proofing.	/20
Value-Added Services	Not identified or irrelevant.	Identifies basic enhancements.	Creative and strategic enhancements that differentiate solution.	/20
TOTAL TECHNICAL POINTS				/340

325 Network 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 varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectation 16-30 points	Above Expectations 31-45 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.	/45
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				/100

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Description & Eligibility

Contestants will demonstrate practical knowledge of C# development, including core syntax, programming logic, application design, and use of objects, data access, and IDE tools within a Windows environment. This event will be graded on the Windows operating system; therefore, Unix/Linux should not be used. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed) and supporting equipment (extension cords, etc.)
- Contestant must use one of these IDEs: Visual Studio 2022, Visual Studio Code, VSCode
- Only pre-written code that is hard copied is allowed

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestant and within the time allotted
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- At NLC, contestants will take IT Specialist - Software Development certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- Entries vary by state

Contest Competencies

1. Apply object-oriented programming principles and structured design techniques, along with efficient algorithms, to design, implement, and maintain scalable, reusable software solutions
2. Demonstrate foundational understanding of computer science concepts and proficiency in at least one modern programming language
3. Create and interpret UML diagrams to model software architecture and communicate design decisions within development teams
4. Use Entity Framework Core to design, query, and manage relational databases through object-relational mapping (ORM) techniques that support scalable application development
5. Write expressive, efficient data queries using LINQ and lambda expressions to manipulate collections, interact with databases, and simplify complex logic within .NET applications
6. Demonstrate proficiency in developing C# Windows Desktop Programming, emphasizing Windows Forms, WPF, OOP, collections, file access, debugging, and desktop UI design
7. Develop and maintain applications using updated .NET 6+ platform features, including performance enhancements, minimal APIs, modern runtime capabilities, and streamlined deployment workflows

335 C++ Programming

Description & Eligibility

Contestants will demonstrate knowledge and application of C++ programming, including structured design, algorithm development, and object-oriented methodologies. This event will be graded on the Windows operating system; therefore, Unix/Linux should not be used. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed) and supporting equipment (extension cords, etc.)
- Contestant must use one of these IDEs: Visual Studio 2022, Visual Studio Code, VSCode, DevC++ with Ming compiler, Code:Blocks
- Only pre-written code that is hard copied is allowed

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestant within the time allotted
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Demonstrate foundational understanding of computer science principles and proficiency in C++ syntax, semantics, and standard libraries to solve programming challenges
2. Design, develop, test, and maintain interactive C++ applications using modern programming practices, including control flow, logical operations, classes, file access, I/O operations, loops, methods, arrays, and advanced data structures
3. Implement efficient algorithms and utilize structured and object-oriented design techniques to create scalable and maintainable C++ software solutions
4. Create and interpret UML diagrams to model software architecture and communicate design decisions in C++ projects
5. Apply modern C++ standards to write safer, more efficient, and more expressive code using updated language features, best practices, and standard conventions
6. Use pointers to manage memory safely, prevent leaks, and ensure reliable resource handling in C++ applications
7. Utilize debugging tools within modern C++ toolchains to identify logic errors, inspect runtime behavior, and optimize program performance
8. Leverage the expanded C++ Standard Library (STL), including advanced containers, algorithms, and utilities, to write more efficient and maintainable software

Description & Eligibility

Contestants will demonstrate knowledge and application of Java programming, including structured design, algorithm development, and object-oriented methodologies. This event will be graded on the Windows operating system; therefore, Unix/Linux should not be used. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed) and supporting equipment (extension cords, etc.)
- Contestant must use one of these IDEs: IntelliJ, Eclipse, NetBeans, BlueJ, VSCode
- Only pre-written code that is hard copied is allowed

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestant within the time allotted
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- At NLC, contestants will take IT Specialist - Java certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- Entries vary by state

Contest Competencies

1. Demonstrate proficiency in Java programming and apply algorithmic thinking and language syntax, core concepts, and modern practices to implement effective Java solutions
2. Develop modular, maintainable programs using foundational object-oriented principles
3. Use Java file I/O to read, write, and manage data in applications
4. Apply structured and object-oriented design techniques and implement effective error handling strategies to create scalable, maintainable, and resilient Java applications
5. Create and interpret UML diagrams to model software architecture and communicate design decisions in Java projects
6. Utilize the Java Collections Framework to efficiently store, manage, and manipulate data using lists, sets, maps, iterators, or collection algorithms
7. Apply standard Java libraries and modern language features to write clean, maintainable code

Description & Eligibility

Contestants will demonstrate knowledge of fundamental database development and SQL scripting. Any secondary or postsecondary division 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*
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take IT Specialist - Databases certification as part of the event.
Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than sixty (60) minutes testing time
 - No more than fifty (50) minutes for certification test
- Entries vary by state

Contest Competencies

1. Design and implement normalized relational database schemas by applying keys, constraints, and normalization techniques (up to 3NF) to ensure data integrity and scalability
2. Select appropriate data types and design indexes to optimize storage, accuracy, and query performance in medium- to large-scale database systems
3. Design and manage schemas and use DDL and DML commands to create, modify, and manipulate database structures and data securely and efficiently
4. Write advanced SQL queries using WHERE clauses, joins, set operations (UNION, INTERSECT), and aggregate functions to retrieve, combine, and analyze data for business insights
5. Create and manage views, implement transactions, and design backup and recovery strategies to ensure secure, consistent, and resilient database operations
6. Develop and manage stored procedures to automate database operations, enforce business logic, and improve performance
7. Distinguish and evaluate relational and NoSQL database architectures for diverse business applications
8. Configure and manage traditional on-premises database servers to support scalable, secure, and highly available database environments
9. Demonstrate awareness of Object-Relational Mapping (ORM) technologies—including Hibernate and Entity Framework Core—to understand how applications interact with relational databases through abstraction layers
10. Apply advanced query optimization strategies beyond basic indexing, such as execution plan analysis, query refactoring, partitioning, and memory/IO tuning to improve performance in complex workloads
11. Implement security best practices for stored procedures, including input validation, least-privilege execution, schema separation, and protection against SQL injection and privilege escalation

350 Linux Operating System Fundamentals

Description & Eligibility

Contestants will demonstrate ability in hardware and system configuration, system operation and maintenance, security, scripting, troubleshooting and diagnostics within the Linux Operating System. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- (Optional) 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*
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take CompTIA Certmaster Learn Linux+ certification as part of the event. Contestants passing this certification will have 50 points added to their event score. For more information on the exam, visit: <http://www.testout.com/certification/pro-exams/linux-pro>. Reference materials are not allowed for certification testing.
- The top 10 contestants at nationals will have a final round with a hands-on component. Scores from the preliminary round and objective test do *not* advance with contestant to finals. Reference materials are allowed for the application portion.
- Length of event
 - Preliminaries – No more than sixty (60) minutes for objective test
 - Preliminaries (Nationals only) - No more than sixty (60) minutes for objective test, no more than ninety (90) minutes for certification test, and no more than sixty (60) minutes for performance component
 - Finals - (Nationals only) No more than sixty (60) minutes for performance component
- Entries vary by state

Contest Competencies

1. Utilize Linux command line utilities and configure shell environments to manage files, processes, and automate system tasks for optimized workflows
2. Configure and manage Linux storage devices, file systems, networking, and printing services to support organizational performance and resource availability
3. Configure, monitor, and manage Linux system access controls, including permissions, ACLs, and authentication mechanisms, to enforce organizational security policies
4. Install, configure, and update Linux software packages using distribution-specific package management tools to maintain secure and functional systems
5. Perform Linux operating system installation, configure system bootloaders such as GRUB, and manage boot processes to ensure proper system initialization and recovery capabilities
6. Create, modify, and manage files using Linux text editors and employ search and manipulation commands to support effective system administration
7. Configure and administer Linux firewalls, network interfaces, and essential network services to support secure and reliable connectivity

355 Python Programming

Description & Eligibility

Contestants will evaluate knowledge of working with structured designs, algorithms, and OOP methodology using standard libraries in the Python programming language. This event will be graded on the Windows operating system; therefore, Unix/Linux should not be used. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Computer or laptop/notebook (USB-Type A or adapter required); a full-size keyboard may be used (no printer is needed) and supporting equipment (extension cords, etc.)
- Contestant must use one of these IDEs: IDLE, Visual Studio, Visual Studio Code, PyCharm, VSCode
- Only pre-written code that is hard copied is allowed

Contest Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestant within the time allotted
- All student-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Business Professionals of America assumes no responsibility for hardware/software provided by the contestant
- No equipment, supplies or materials other than those specified for the event will be allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- At NLC, contestants will take IT Specialist - Python certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- Entries vary by state

Contest Competencies

1. Demonstrate proficiency in Python programming and apply algorithmic thinking, language syntax, core concepts, and modern practices to implement effective Python solutions
2. Develop modular, maintainable programs using foundational object-oriented principles in Python
3. Use Python file I/O to read, write, and manage data in applications
4. Apply structured and object-oriented design techniques and implement effective error-handling strategies to create scalable, maintainable, and resilient Python applications
5. Create and interpret UML diagrams to model software architecture and communicate design decisions in Python projects
6. Utilize Python's built-in collections and data structures—including lists, sets, dictionaries, tuples, iterators, or related utilities—to efficiently store, manage, and manipulate data
7. Apply standard Python libraries and modern language features to write clean, readable, and maintainable code

Description & Eligibility

Contestants will demonstrate knowledge of fundamental web design coding and syntax to include CSS3 and HTML5 standards. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Sharpened pencils, pens
- (Optional) Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be *disqualified*.

Equipment/Supplies Provided

- Computer with browser, Notepad only. (Contestants may not use Notepad++)

Contest Notes

- Method of evaluation: objective | application and
- 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 are allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification.
- At NLC, contestants will take the MTA Introduction to Programming Using HTML and CSS certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- Entries vary by state

Contest Competencies

1. Develop and maintain web pages using semantic HTML5 and CSS3 standards, applying responsive typography, layout, and formatting techniques to ensure accessibility, SEO, and consistent branding across devices
2. Implement Web Content Accessibility Guidelines and ensure cross-browser compatibility using progressive enhancement and testing tools to deliver inclusive and consistent user experiences
3. Create accessible and responsive tables, integrate optimized images, and implement secure, user-friendly hyperlinks using HTML5 and CSS3 best practices to enhance performance, usability, and SEO

365 Website Design and Development Team

(formerly 435 Website Design Team)

Description & Eligibility

Contestants will create a website based on the topic provided. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Marlowby: Explore Your City, One Box at a Time. Marlowby is a new subscription service that highlights the best local products, small businesses, and cultural experiences from cities across the United States. Every month, subscribers receive a curated box featuring items from a different U.S. city. Marlowby is launching soon, and they need your team to design their official website.

Your goal is to create a website that is visually engaging, easy to navigate, and clearly explains how Marlowby works. Your design should help potential customers understand the service, learn about subscription options, and get excited about joining the Marlowby community.

Key Features to Include:

- Homepage introducing Marlowby and its subscription concept
- Subscription plans or pricing options
- Featured cities or example monthly boxes
- Information about local businesses or products included in boxes
- Customer sign-up or call-to-action to subscribe
- About the company or mission supporting local communities

Team Must Supply

- Device loaded with website for presentation
- 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 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the team 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit all the following in one PDF file: 1. Clickable URL to Project (including any necessary login credentials) 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. Apply audience analysis and design principles and elements to create intuitive navigation, engaging content, and effective page layouts using UX/UI best practices, ensuring accessibility and visual appeal across devices and platforms
2. Assess project requirements and delegate tasks effectively within multidisciplinary teams, utilizing project management tools, agile methodologies, and collaborative workflows to create and maintain high-quality, SEO-optimized site content
3. Implement accessibility standards (WCAG, ADA), develop responsive designs for multiple devices, integrate search functionality, and incorporate optimized graphics and multimedia elements to enhance usability, engagement, and compliance
4. Develop web applications using current standards-based languages (HTML5, CSS3, JavaScript) and implement functionality with modern scripting frameworks (React, Vue) following best practices for performance and security

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.
- Team contestants must identify their roles in the development of the website and be prepared to address questions about those roles (i.e. page layout, navigational scheme, graphics, media, coding, compatibility, and content).
- 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.
- Previously submitted websites used in 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.
- 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.
- 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 oneself, whose image or work is used in the project.

- The team 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 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.

365 Website Design and 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
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> and BPA Release Form(s), and AI Usage and Documentation Form.				/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	Content is incomplete or inaccurate, and the website does not clearly support goals.	Adequately developed content; website supports campaign goals.	Well-developed, comprehensive information; website strongly supports campaign goals.	/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

365 Website Design and 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 the 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, use 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

390 Digital Technology Concepts (Open)

(formerly 391 Information Technology Concepts)

Description & Eligibility

Contestants will demonstrate foundational knowledge of the information technology field, including core concepts across hardware, software, operating systems, networking, security, and technology applications. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) 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. Contestants who violate this rule will be disqualified.
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Demonstrate foundational understanding of core IT concepts, including hardware, software, operating systems, and networking, and apply practical skills to configure, manage, and troubleshoot these components for secure and efficient operations
2. Explain the evolution of programming languages and apply this knowledge to evaluate language paradigms, features, and appropriate use cases when selecting technologies for various projects
3. Demonstrate understanding of cybersecurity principles, including risk management, access control, authentication, threat awareness, and best practices for protecting information systems
4. Demonstrate understanding of legal, ethical, and policy considerations in IT environments, including data privacy, intellectual property, compliance standards, and responsible technology use
5. Demonstrate foundational knowledge of database concepts, including relational structures, SQL basics, data integrity, storage practices, and the role of data management in organizational operations
6. Demonstrate understanding of operating system concepts such as file systems, process management, user permissions, configuration tools, and system utilities as they relate to supporting business technology environments
7. Demonstrate foundational knowledge of emerging and modern IT technologies—including cloud computing, virtualization, IoT, automation, and AI-related concepts—and evaluate their impact on organizational efficiency and technology strategy

391 Computer Programming Concepts (Open)

(formerly 390)

Description & Eligibility

Contestants will demonstrate foundational knowledge of computer programming concepts, including languages, logic, algorithm design, data structures, and core software development principles. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) 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. Contestants who violate this rule will be disqualified
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Demonstrate foundational understanding of computer science principles, including logic, data structures, and algorithms, and demonstrate proficiency in modern programming languages with adaptability to others as needed
2. Design and implement efficient algorithms using structured and object-oriented design techniques to create scalable and maintainable software solutions
3. Develop applications using control flow, logical operations, strings, arrays, classes, file I/O, loops, and advanced data structures to process and manage data effectively
4. Apply the software development lifecycle and create design artifacts such as UML diagrams, flowcharts, and pseudocode to plan, implement, and communicate system architecture
5. Write and optimize SQL queries to interact with relational databases for data storage, retrieval, and analysis

ARTS, ENTERTAINMENT, & DESIGN

- 400 Fundamental Desktop Publishing
- 405 Advanced Desktop Publishing
- 410 Graphic Design Promotion
- 420 Digital Media Production
- 425 3D Computer Modeling
- 430 Video Production Team
- 440 3D Computer Animation Team
- 445 Broadcast News Production Team
- 450 Podcast Production Team
- 455 User Experience Design Team
- 460 Visual Design Team
- 490 Arts, Entertainment, & Design Concepts (Open)

400 Fundamental Desktop Publishing

Description & Eligibility

Contestants will apply foundational desktop publishing skills to produce creative marketing materials. Any secondary or postsecondary division contestant may enter this application event. Contestants may not enter Fundamental Desktop Publishing and Advanced Desktop Publishing in the same year. This event may *not* be repeated.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Optional - Mac computer. Contestant must also bring software and extension cords. Carry-in and setup of equipment must be done solely by the contestant within the time allotted. Business Professionals of America assumes no responsibility for hardware/software provided by the contestant.

Equipment/Supplies Provided

- Computer and software
- Graphic files

Competition Notes

- Method of evaluation: application
- AI Policy Level 1 *No AI Allowed*
- All contestant-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 are allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- Contestants can use software templates, but creativity points may be reduced
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- At NLC, contestants will take the Desktop Publishing I (YouScience) certification with their contest. Reference materials are not allowed for certification testing.
- Entries may vary by state

Contest Competencies

1. Apply skills in design, edit, and produce diverse business assets, including publications, logos, marketing materials, social media graphics, and website assets—for web, print, and mobile platforms
2. Integrate modern design principles & elements, responsive layout techniques, and foundational-level typography to create visually effective and brand-consistent publications across digital and print environments
3. Apply color theory, digital color management, and advanced graphic integration (vector illustrations, shapes, layered elements) to ensure visual consistency, brand alignment, and engagement across all publication formats
4. Design and produce multipage, multicolumn documents using master pages, styles, and templates for consistency and efficiency

This event is
endorsed by



405 Advanced Desktop Publishing

Description & Eligibility

Contestants will apply advanced desktop publishing skills to produce creative marketing materials. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- Optional - Mac computer. Contestant must also bring software and extension cords. Carry-in and setup of equipment must be done solely by the contestant within the time allotted. Business Professionals of America assumes no responsibility for hardware/software provided by the contestant

Equipment/Supplies Provided

- Computer and software
- Graphic files

Competition 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 are allowed in the testing area
- Previous Business Professionals of America tests and/or sample tests (handwritten, photocopied or keyed) may not be taken into the testing area. Violation of this rule will result in disqualification
- Contestants can use software templates, but creativity points may be reduced
- Length of event: no more than ten (10) minutes orientation, no more than ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- At NLC, contestants will take the Desktop Publishing II (YouScience) certification with their contest. Reference materials are not allowed for certification testing
- Entries may vary by state

Contest Competencies

1. Apply advanced and modern graphic design principles & elements—including layout, color theory, typography, and visual hierarchy—to create cohesive, visually compelling designs for print and digital media
2. Develop advanced creative concepts and original artwork that visually communicate themes, messages, and brand identity to clients and stakeholders
3. Utilize advanced technical skills and industry-standard software to edit, manipulate, and optimize graphics, artwork, and images for diverse design applications

This event is
endorsed by



410 Graphic Design Promotion

Description & Eligibility

Contestants will receive a themed event and be required to design a logo, tagline, and brand identity, incorporating these elements into a variety of promotional materials. Any secondary or postsecondary division 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic: Launch of an Esports Team

A new fictional esports team is preparing to compete in national gaming tournaments and needs a strong promotional theme to build fan excitement and team recognition. Your task is to develop and illustrate a cohesive theme that reflects the team's identity, competitive spirit, and gaming culture.

The theme should appeal to a primary audience of teen gamers ages 13–18. All designs must be original and may not replicate or closely imitate existing esports team logos, trademarks, or copyrighted materials.

Task:

Develop and illustrate the theme by creating the following promotional materials:

- One Page Branding Document (including colors, fonts, and logo usage)
- Team Logo Design
- Esports Team Jersey Design (front and back)
- Promotional Poster sized 24" by 36" inches (announcing the launch of the esports team and its entry into competition)

The theme should be applied consistently across all promotional materials, creating a cohesive look through color, typography, layout, and graphics.

Contestant Must Supply

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

Competition Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup 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 six (6) 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)	National Deadline
The following items have been saved as PDFs and bundled together in a single ZIP file: 1. One-Page Branding Document 2. Team Logo Design 3. Esports Team Jersey Design 4. Promotional Poster 5. Works Cited 6. BPA Release Form 7. AI Usage & Documentation Form	GDP-ContestantID.zip	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply foundational graphic design principles—including layout, composition, color theory, typography, and visual hierarchy—to create cohesive, accessible, and visually compelling designs for print and digital media
2. Develop, articulate, and present creative concepts and original artwork that visually communicate themes, messages, and brand identity to clients and stakeholders using professional communication, and digital presentation tools
3. Utilize technical skills and industry-standard software to edit, manipulate, and optimize graphics, artwork, and images for diverse design applications, ensuring quality and efficiency

Contest Specifications for this Event

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

410 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 a single ZIP file. 1. One-Page Branding Document 2. Team Logo Design 3. Esports Team Jersey Design 4. Promotional Poster 5. Works Cited 6. BPA Release Form 7. AI Usage & Documentation Form				/10
Evaluation Criteria	Below Expectations 1-6 points	Meets Expectations 7-14 points	Above Expectations 15-20 points	Points Awarded
Logo Design	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Jersey Design	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Promotional Poster	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20

**410 Graphic Design Promotion
Technical Scoring Rubric (Cont'd)**

Complementary Designs	Products lack cohesion or are too similar; minimal differentiation.	Products show some variation and complement each other with minor inconsistencies.	Products are clearly distinct yet cohesive; each adds unique value to the whole.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Design Elements/Focal Point	Center of interest is unclear or missing in most products.	Center of interest is present in most products but may lack emphasis.	Center of interest is clearly defined and effectively emphasized in all products.	/30
Balance, Unity, And Harmony	Designs lack visual balance or unity; elements feel disconnected.	Designs show some balance and unity with minor inconsistencies.	Designs are visually balanced, unified, and harmonious throughout.	/30
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.	/30
TOTAL TECHNICAL POINTS				/300

410 Graphic Design Promotion

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 0-5 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
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.	/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
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than six (6) 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 SIX (6) MINUTES

420 Digital Media Production

Description & Eligibility

Contestants will create a one-to-two (1:00-2:00) minute digital media production based on the provided topic. Any secondary or postsecondary division 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Produce a one-to-two (1:00-2:00) minute informational video explaining how AI is used in everyday life (school, work, entertainment) and how individuals can responsibly interact with emerging technologies. The target audience is middle school and high school students who are beginning to interact with AI technologies in academic and personal settings.

Considerations

- Examples of how AI is used in everyday life
- Why understanding AI is important today
- Ways individuals can interact with AI responsibly
- A clear message or takeaway for the audience

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.

Competition Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup 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
- No materials may be left with the judges
- 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
- 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)	National Deadline
Submit all of the following in one combined PDF: 1. Clickable URL to video 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	DMP-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply user-centered design principles & elements analysis to create, manage, and distribute digital media content - including graphics, audio, video, and interactive elements - for a target audience, tailored to specific demographics, needs, and behaviors across web, social, and mobile platforms.
2. Utilize industry-standard software applications (such as Adobe Creative Cloud, video editing suites, and web development tools) and integrate graphic design principles with multimedia elements—color, animation, audio, and video—to produce engaging, accessible, and brand-consistent digital experiences.

Contest Specifications for this Event

- Develop a visual communication tool utilizing various software applications
- Usage of transitions and continuity must exist in the production
- A consistent theme and slogan must be developed and used throughout the production
- All graphics must be computer generated
- Contestant may utilize audio, text, video, graphics and animation

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.
- 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.
- 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.

420 Digital Media Production

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 Guidelines 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 clickable URL to Project, 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
Video Clarity	The video is blurry or grainy, with poor focus or unstable resolution that detracts from clarity.	The video is adequately sharp and consistently focused, allowing viewers to see content clearly without visual distractions.	The video exhibits outstanding clarity, sharpness, and precise focus throughout—enhancing visual engagement and presenting content with professional-level quality.	/30
Framing and Composition	Framing appears unbalanced or distracting, and composition fails to support the visual message, reducing overall clarity and appeal.	Framing and composition are generally well-executed, contributing to the message and maintaining visual interest without distraction.	Thoughtful and intentional framing enhances the message with strong visual impact; composition is balanced and aesthetically engaging throughout.	/30
Audio Quality	Audio is unclear, uneven in volume, contains distracting background noise or distortion that hinders comprehension.	Audio is consistently clear and well-balanced, with minimal or no background noise or distortion; it supports effective communication.	Audio quality is professional-grade—exceptionally clear, balanced, and crisp, with no detectable distractions; elevates the listening experience and enhances engagement.	/30
Voice Clarity	Dialogue or voice-over is difficult to hear or understand due to muffled sound, low volume, or competing background noise.	Dialogue or voice-over is audible and generally clear, with appropriate volume and minimal distractions—easy to follow and understand.	Dialogue or voice-over is crystal clear, well-paced, and delivered with ideal volume and tone; enhances comprehension and reinforces the message with professional polish.	/30

420 Digital Media Production
Technical Scoring Rubric (Cont'd)

Editing Techniques	Editing techniques are inconsistent, abrupt, or distracting. Transitions may feel jarring or poorly timed, disrupting the video's flow and engagement.	Cuts, fades, and transitions are generally smooth and appropriately placed. Editing supports a coherent flow without interfering with the message.	Editing is polished and purposeful, with creative cuts and transitions that enhance the story, rhythm, and viewer experience.	/30
Transitions	Transitions feel rushed, delayed, or poorly placed, creating confusion and interrupting the video's flow or message.	Transitions are timely and generally well-integrated, supporting the video's pacing and overall coherence.	Transitions are well-timed and thoughtfully placed, enhancing storytelling and creating a smooth, unified visual flow.	/30
Graphics and Text	Graphics (e.g., text overlays or subtitles) are difficult to read, poorly placed, or visually distracting. They do not support or align with the video's message.	Graphics are clear, appropriately sized, and positioned to support the content. Visual style complements the video without overwhelming it.	Graphics are well-designed and strategically used—clear, integrated text enhances understanding and elevates the viewer's experience, with every element supporting the message.	/30
Lighting	Lighting is uneven, harsh, too dim, or inappropriate for the subject matter—resulting in poor visibility or distracting shadows that detract from the content.	Lighting is generally well-balanced and suitable for the subject, ensuring the scene is clearly visible and visually consistent throughout.	Lighting is expertly balanced and purposefully enhances the subject. It adds depth, clarity, and mood that elevate the video's quality and viewer engagement.	/30
Content	The content lacks a clear focus or does not effectively promote the subject matter. The message may come across as vague, generic, or unengaging.	The content presents the subject matter in a generally appealing way, with a clear message that encourages interest.	The content delivers a strong and engaging message, using creativity and emotional appeal to effectively appeal to the audience.	/30
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 8-13 points	Above Expectations 14-20 points	Points Awarde d
Time Management	The video does not fit the parameter of the one to two minute limit.	The video is within the one to two minute parameter and uses time appropriately.	The video makes strategic use of its full time—content is well-structured, purposeful, and engaging.	/20
TOTAL TECHNICAL POINTS				/300

420 Digital Media Production

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 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
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.	/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
Timing	Setup lasted no longer than three (3) minutes, and the 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

Description & Eligibility

Contestants will research, design, prototype, and create a 3D model or scene based on the provided topic. Any secondary division 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Design a "Future Digital Workspace". A 3D model showcasing what work environments might look like in 2057 with digital innovation at the core. Model must include:

- A primary workspace area
- A collaborative or meeting area
- At least one digital/interactive system
- Environmental design elements (lighting, structure, or layout supporting workflow)

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

Competition Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestant and 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 ten (10) 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)	National Deadline
Submit all of the following in one combined PDF: 1. Clickable URL to 3D Model 2. Concept Art 3. One-Page Profile 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	CM-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Create comprehensive profiles for characters, environments, or objects and demonstrate iterative development through research, concept art, digital prototyping, and refinement using collaborative platforms and version control.
2. Apply finishing, lighting, and texturing techniques using modern 3D software and design precise geometric models to meet technical and aesthetic requirements.

3. Employ artistic techniques—including digital painting, sculpting, and compositing—and conduct targeted research to inform design decisions, synthesizing findings into compelling visual presentations.

Contest Specifications for this Event

- Develop a one-page profile of the project's vision and rationale.
- Contestants will use digital tools (i.e., cameras, writing tablets etc.) for researching, planning, development and/or revision of content for a 3D model and/or scene.
- Final model and/or scene should include the application of color, textures, lighting, etc. Graphics should accurately depict and/or increase the dramatic or entertainment value of the provided scenario or prompt.
- Contestant may utilize hand drawings and sketches, computer drawings, text, graphics, illustration applications and 3D modeling applications. Hand drawings and sketches should be scanned to obtain a digital format.

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.
- 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.
- 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 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.

425 3D Computer Modeling

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 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 documentation as one (1) PDF file: 1. Clickable URL to 3D Model 2. Concept Art 3. One-Page Profile 4. Works Cited (formatted according to the <i>Style & Reference Manual</i>) 5. BPA Release Form(s) 6. 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
Model Profile	Profile lacks detail or is poorly organized. Description of the model's appearance, abilities, and origins is incomplete or unclear.	Profile clearly describes the model's appearance, powers, origins, and accessories. Minor details or depth may be lacking.	Profile is detailed, creative, and thoroughly describes the model's appearance, abilities, origins, and accessories, enhancing the model's narrative.	/30
Concept Art & Planning	Concept art is missing, underdeveloped, or disconnected from the written profile and final model.	Concept art adequately reflects the ideas presented in the profile and supports the final model's design choices.	Concept art is well-developed, visually appealing, and clearly illustrates the model's design and special features, effectively bridging concept to model.	/30
Model Detail	Model has poor topology with uneven edge flow, unnecessary polygons, or mesh artifacts that affect visual quality or functionality.	Model demonstrates clean, consistent geometry with appropriate polygon density and clean edge flow for the model's purpose.	Model exhibits exceptional topology with optimized, efficient, and clean geometry, suitable for animation or game use without mesh issues.	/30
Textures & Lighting	Little to no use of appropriate textures, materials, or lighting. Model appears flat or unrealistic.	Textures and lighting are used effectively to enhance appearance. Surfaces and lighting generally support the model's design.	Textures, materials, lighting, and shading are expertly applied to create a polished, realistic, and visually striking final model.	/30

425 3D Computer Modeling
Technical Scoring Rubric (Cont'd)

Special Features & Accessories	Special features and accessories are missing or poorly integrated into the model.	Special features and accessories are present and generally well-designed, with clear purpose and relevance to the model.	Special features and accessories are thoughtfully designed and seamlessly integrated, adding depth and storytelling value to the model.	/30
Advanced Techniques	Minimal use of advanced modeling or texturing techniques.	Appropriate application of one or more advanced techniques to enhance the model's quality and complexity.	Consistent, skillful use of multiple advanced techniques, greatly enhancing the realism, intricacy, and visual impact of the final product.	/30
Creativity & Execution	Model lacks creativity or originality. Heavily relies on generic or derivative designs.	Model is creative and mostly original, with thoughtful interpretation of the theme and profile.	Model is highly original, imaginative, and creatively interprets the profile and prompt, standing out as an engaging, one-of-a-kind creation.	/30
Model Appeal	Model does not adequately reflect the written profile, lacks creativity, or has weak visual appeal.	Model aligns with the written profile, fits the prompt, and is visually appealing.	Model is visually striking, highly creative, and fully realizes the model described in the profile while exceeding prompt expectations.	/30
Clean Geometry	Model has poor topology with uneven edge flow, unnecessary polygons, or mesh artifacts that affect visual quality or functionality.	Model demonstrates clean, consistent geometry with appropriate polygon density and clean edge flow for the model's purpose.	Model exhibits exceptional topology with optimized, efficient, and clean geometry, suitable for animation or game use without mesh issues.	/30
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectation 9-15 points	Above Expectations 16-20 points	Points Awarded
Writing Quality	Multiple typos, grammar, or punctuation errors detract from professionalism.	Minor errors are present but do not significantly impact professionalism.	The text is clean, polished, and free of grammar, spelling, and punctuation errors.	/20
TOTAL TECHNICAL POINTS				/300

425 3D Computer Modeling

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, 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
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.	/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
Timing	Setup lasted no longer than three (3) minutes, and the 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

430 Video Production Team

Description & Eligibility

Contestants will create a three to five (3:00-5:00) minute video production, based on the provided topic. Any secondary or postsecondary division 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 and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Create a three to five (3:00-5:00) minute video that reveals what is not usually seen behind digital spaces such as social media, gaming, artificial intelligence, influencers, or online learning. Include a script and storyboard.

Your video should help viewers understand the hidden work, challenges, or realities that exist behind digital platforms and online experiences.

The video must include interactive elements that allow the viewer to explore different layers of information or perspectives. Suggested interactive elements (but not limited to): QR Codes, Calls-to-action (Visit our website or follow us on social media), Polls or questions displayed in the video.

Videos should demonstrate creativity, effective storytelling, and appropriate use of interactive digital media elements. Topics must be appropriate for a high school audience and align with the mission and values of Business Professionals of America.

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.
- (National only) Film equipment (computer, software, camera, etc.)
- Optional – Props

Competition Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit all of the following in one combined PDF: 1. Clickable URL to Video 2. Script 3. Storyboard 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 audience analysis and user-centered design principles & elements to create and refine storylines using digital storyboarding and scripting, ensuring clear messaging and engagement for a defined target audience across web, social, and mobile platforms
2. Utilize video production software, hardware, and workflows to plan, capture, and edit high-quality video content, incorporating nonlinear editing techniques, transitions, audio mixing, sound design, titles, and visual effects to enhance storytelling and production value
3. Employ camera and lighting techniques—including shot composition, movement, framing, and modern lighting setups—to capture visually engaging footage that meets professional standards

Contest Specifications for this Event

- Teams may utilize audio, text, video, graphics and animation. Use of transitions and continuity must exist in the production
- Presentation should focus on the concept, development and production of the video
- No presentation for the finals round at the National Leadership Conference. Scoring from the preliminary round will not be included in finals scoring. Video is judged on technical merit only.
 - Teams will have no more than four (4) hours to plan the storyline and complete all production phases including filming and exporting the video.
 - During this time, students may communicate with contestants of their team via telephone but may not communicate with others (including their advisor) concerning the production of their video. Teams will be disqualified for violating this rule.
 - After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
 - The video must be one (1) minute in length, rendered and exported into a MOV, MP4, AVI, MKV or MPG format and submitted using the provided flash drive. If video is not in the appropriate format, it may not be judged.

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.
- 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.
- 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 team 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 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.

430 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 the 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 the correct information, in the correct format, as one (1) PDF file. 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				/10
Title Sequence				/10
Included more than one (1) camera angle				/10
Included one (1) voice over				/10
Included ending credits				/10
Production is free of typos				/10
At least 75% of the video footage by team members				/10
Final video promotion made effective use of time and was within video time limit of three to five (3:00-5:00) minutes.				/10
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-17	Above Expectations 18-25 points	Points Awarded
Creativity & Originality	The video shows little creativity or original thinking. Ideas are common or copied, with no personal touch or unique style.	The video shows creative thinking and some original ideas. It includes your own voice and a few unique or thoughtful touches.	The video is very creative and original. Ideas are fresh, bold, and clearly show your unique voice and thinking.	/25
Topic Development	The topic is unclear or not fully explained. It's hard to tell what the main idea is. Important details are missing or don't fit well.	The topic is clear and mostly well explained. The main idea makes sense and is supported with good details.	The topic is clearly explained and well thought out. Details are strong, interesting, and show deep understanding.	/25
Target Audience	The message is unclear or confusing and does not appeal to the target audience.	The message is mostly clear and easy to follow for the target audience.	The message is clear, strong, and keeps the target audience interested.	/25
Music & Tone	Music or sound doesn't match the mood. The tone feels off or confusing.	Music and tone mostly match the mood and message.	Music and tone clearly match the mood and message.	/25

430 Video Production Team
Technical Scoring Rubric (Cont'd)

Video Focus & Shot Quality	Video is shaky, blurry, or poorly framed. Hard to see or follow the content.	Video is mostly steady and clear. Shots are framed well enough to follow easily.	Video is very steady, clear, and well-framed. Shots enhance the viewer's focus.	/25
Lighting Quality	Lighting is too dark, too bright or uneven.	Lighting is mostly clear and consistent. Subjects are visible and easy to see.	Lighting is clear, well-balanced, and enhances the look and feel of the video.	/25
Color Quality	Colors don't match the topic or mood. They may be distracting or poorly chosen.	Colors mostly fit the topic and help support the mood or message.	Colors are well-chosen and clearly support the topic, mood, and message.	/25
Audio Quality	Audio is uneven, unclear, or distracting. Sound effects or fades are missing or poorly used.	Audio is mostly clear and balanced. Some use of fades, effects, or foley adds to the video.	Audio is clear, smooth, and well-balanced. Fades, effects, and foley are used creatively and effectively.	/25
TOTAL TECHNICAL POINTS				/280

430 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 the 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
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

430 Video Production Team

Technical Scoring Rubric - FINAL (Nationals Only)

Items to Evaluate				Points Awarded
Required Elements		Select One	Award All or None	
Included more than one camera angle		☐ Y ☐ N	10 points	/10
Video is exactly 1-minute in length		☐ Y ☐ N	10 points	/10
Final export met timed event deadline		☐ Y ☐ N	50 points	/50
Exported in correct format		☐ Y ☐ N	20 points	/20
TOTAL REQUIRED ELEMENTS				/90
Evaluation Criteria	Below Expectations 0-6	Meets Expectations 7-13	Above Expectations 14-20	Points Awarded
Video Footage	Video includes off-site or reused footage.	All footage shot on-site.	Entire video shot on-site with creative approach.	/20
Storyline	Lacks cohesion or direction.	Clear and developed storyline.	Engaging, well-developed, and compelling storyline.	/20
Production Quality	Editing feels incomplete or unclear.	Production supports the message.	Production elevates the message and viewer experience.	/20
Target Audience	The message is unclear or confusing and does not appeal to the target audience.	The message is mostly clear and easy to follow for the target audience.	The message is clear, strong, and keeps the target audience interested.	/20
Focus/Steadiness/ Shot Quality	Footage is shaky or blurred.	Footage is generally steady and in focus.	Smooth, sharp shots that enhance professionalism.	/20
Lighting Quality	Poorly lit scenes impact visibility.	Lighting is adequate throughout.	Lighting enhances mood and scene clarity.	/20
Color Quality	Colors are dull or inconsistent.	Colors are generally accurate and balanced.	Vibrant and cohesive color grading throughout.	/20
Audio Quality	Audio is unclear or poorly balanced.	Clear audio with basic editing.	Excellent use of fades, ambient sound, and normalization.	/20
TOTAL TECHNICAL POINTS				/250

Description & Eligibility

Contestants will create a 3D computer animation, *not* to exceed two (2:00) minutes, based on the assigned topic. Any secondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Your local community is planning to build a new non-profit animal shelter to better serve abandoned, injured, and homeless animals. The goal of this shelter is not only to provide housing and medical care but also to promote adoption, education, and community involvement. Your project must include storyboard, concept art/prototype.

Your team has been selected to design and animate a 2-minute 3D model of this new animal shelter to help city leaders and donors visualize the facility before construction begins. _

Your animation must include:

- Exterior view of the animal shelter building
- Interior spaces such as:
 - Animal housing areas (dogs, cats, or other animals)
 - Medical and examination rooms
 - Adoption and meet-and-greet spaces
 - Intake and care areas
- Outdoor spaces such as:
 - Exercise yards or play areas
 - Walking or training paths

In addition to showcasing the facility, the animation must demonstrate how the shelter serves animals and the community. Teams should show at least one aspect of the intake, care, adoption, education, or volunteer process through animated movement, character interaction, or visual storytelling. Camera movement and scene transitions should be used to communicate the shelter's functionality and overall mission.

Team Must Supply

- Optional - 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

Competition 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 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
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to 3D Animation 2. Storyboard 3. Concept Art/Prototype 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	3DCAT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Utilize industry-standard editing and 3-D animation software and develop animations through storyboarding and scripting tools to ensure clear narrative structure, timing, and alignment with project objectives
2. Apply color grading, realistic textures, and dynamic special effects using modern digital tools to enhance visual impact, depth, and storytelling in multimedia projects
3. Incorporate seamless transitions, audio editing, lighting effects, and strategic placement of titles and graphics to enhance narrative flow and branding in multimedia projects
4. Apply audience analysis and design principles & elements to develop multimedia content that is relevant and engaging for defined target groups across platforms

Contest Specifications for this Event

- The team must create a 3D animation utilizing audio, text, video, and graphics
- Teams will research the topic using available references, time era, and trends to develop a storyboard outlining the team's planned animation
- Use of transitions and continuity must exist in the animation

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.
- 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.
- 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.

440 Computer 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 the 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 the correct information, in the correct format, as one (1) PDF file: 1. Clickable URL to 3D Animation 2. Storyboard 3. Concept Art/Prototype 4. Works Cited 5. BPA Release Form(s) 6. 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
Originality of Assets	Assets are mostly pre-made, with minimal original work or poor integration of elements.	A balanced combination of original and pre-made assets clearly supports the project.	Predominantly original assets, creatively designed and well-integrated into the project.	/30
Attention to Detail in Modeling	Modeling techniques lack precision or complexity. Objects appear rushed or overly simple.	Models demonstrate care in construction and appropriate detail for the project.	Models show exceptional craftsmanship, detail, and technical skill throughout.	/30
Camera & Transitions	Poor or inconsistent use of camera work, timing, and transitions. Movement feels awkward or disruptive.	Camera angles, timing, and transitions are mostly smooth and support project pacing.	Camera work, timing, and transitions are dynamic, and polished, and enhance storytelling and clarity.	/30
Animation & Movement	Little or no use of foundational animation principles. Movements feel stiff, abrupt, or unnatural. Missing animation principles such as: Squash & Stretch, Anticipation, Slow-In/Slow-Out, and Secondary Actions.	Key animation principles are applied in several areas, improving movement realism and clarity. Some animation principles such as: Squash & Stretch, Anticipation, Slow-In/Slow-Out, and Secondary Actions are evident.	Strong, consistent use of multiple animation principles, resulting in a fluid, lifelike, and engaging motion throughout. Animation principles such as: Squash & Stretch, Anticipation, Slow-In/Slow-Out, and Secondary Actions are evident.	/30

440 Computer Animation Team
Technical Scoring Rubric (Cont'd)

Planning & Execution	Limited or unclear pre-production materials such as concept art. Objectives are not well communicated visually.	Concept art and storyboards adequately illustrate the project's objectives and key ideas.	Concept art and storyboards are detailed, and creative, and clearly guide the final animation's vision.	/30
Overall Impact	Animation lacks energy or cohesion. Story and visuals fail to engage the viewer.	Animation effectively conveys the theme and entertains, with memorable moments.	Animation is highly engaging, polished, and memorable. Stands out for creativity and execution.	/30
Lighting Quality	Lighting is flat, unrealistic, or inconsistent. Scenes lack depth or mood.	Lighting is appropriate and supports mood, depth, and scene clarity.	Lighting is dynamic and effectively enhances atmosphere, focus, and storytelling throughout.	/30
Audio Quality	Audio is unclear, poorly mixed, or poorly timed. Distracts from the animation.	The audio is clear, appropriate, and supports the animation's tone and timing.	Audio is exceptionally clear, and well-mixed, and enhances mood, storytelling, and transitions.	/30
Scene Transitions	Transitions are rough, abrupt, or jarring, disrupting pacing.	Most transitions are smooth and appropriate for the project's pacing.	All transitions are seamless, and polished, and support the project's narrative flow.	/30
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-15 points	Above Expectations 16-20 points	Points Awarded
Writing Accuracy	Multiple typos, grammar, or punctuation errors detract from professionalism.	Minor errors are present but do not significantly impact professionalism.	The text is clean, polished, and free of grammar, spelling, and punctuation errors.	/20
TOTAL TECHNICAL POINTS				/300

440 Computer 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 the 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 0-5 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
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

445 Broadcast News Production Team

Description & Eligibility

Contestants will create a three to five (3:00 - 5:00) minute news broadcast on the assigned topic. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

The Rise of Student Entrepreneurship. Produce a three to five (3:00-5:00) minute news broadcast highlighting student entrepreneurship and innovation. Feature young entrepreneurs from your school, community, or region who have launched businesses, apps, organizations, or creative ventures. Your project must include a Script/Creative Brief.

The following must be in the broadcast:

- Feature at least one live interview with a student entrepreneur
- The second story should cover resources available in your area (schools, programs, competitions) that support student business ideas
- Include a weather segment
- 15-30 second promo or tease

The broadcast should demonstrate creativity, effective storytelling, and appropriate use of interactive digital media elements. Topics must be appropriate for a school audience and align with the mission and values of Business Professionals of America.

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.
- NLC: film equipment (computer, software, camera, etc.)
- Optional - Props

Competition Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Carry-in and setup of equipment must be done solely by the contestants 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Broadcast 2. Script/Creative Brief 3. Works Cited 4. BPA Release Form(s) 5. AI Usage and Documentation Form	BNPT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Utilize industry-standard broadcast software, hardware, and workflows to plan, capture, and edit high-quality broadcast content, integrating nonlinear editing techniques and strategic use of B-roll to enhance storytelling and production value
2. Create and refine broadcast scripts and scripting techniques to craft compelling, concise, and audience-focused stories
3. Design and implement effective introductions, segways, titles, lower thirds, and visual effects to structure broadcast segments, maintain engagement, and reinforce branding
4. Collaborate effectively within multidisciplinary broadcast teams, apply copyright and licensing laws, and conduct professional interviews with strong on-air presence to ensure ethical, engaging, and compliant broadcast content

Contest Specifications for this Event

- Team has the option of being the talent or having other students participate in the process.
Professional talent is not permitted
 - Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the production of the video. Teams may interview professionals, experts, adults, etc. For various news segments. Professionals or non-students who are interviewed are not considered talent
- The three to five (3:00-5:00) minute broadcast must include the following:
 - Broadcast intro
 - News story and weather segment
 - 15-30 second promo or tease
 - Outro music with credits
 - Continuity in the news production
 - Audio, video, text, graphics, animation
 - Use of transitions and continuity must exist in the animation
- No presentation for the finals round at the National Leadership Conference. Scoring from the preliminary round will not be included in finals scoring. Video is judged on technical merit only.
 - Teams will have no more than four (4) hours to plan, produce, and export a news segment of one (1) (1:00) minute in length. No intro/outro will be used
 - Teams will each receive a flash drive containing graphics and B-roll, which must be included in the news package
 - Teams will film their production on site. During this time, students may communicate with contestants of their team via telephone but may not communicate with others (including their advisor) concerning the production of their video. Team will be disqualified for violating this rule
 - After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video
 - The video must be one (1:00) minute in length, rendered and exported into a MOV, MP4, AVI, MKV or MPG format and submitted using the provided flash drive. If video is not in the appropriate format, it may not be judged

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.
- 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.
- 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 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.

445 Broadcast News 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 the 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)				
Team submitted the correct information, in the correct format, as one (1) PDF file. 1. Clickable URL to Broadcast 2. Script/Creative Brief 3. Works Cited (formatted in accordance with the <i>Style & Reference Manual</i>) 4. BPA Release Form(s) 5. AI Usage and Documentation Form				/10
Introduction				/10
News story and weather segment				/10
Outro (music) with credits/sources				/10
15-30 second promo/tease				/10
Broadcast News Production made effective use of time and was within the video time limit of 3-5 minutes.				/10
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Originality of Content	Lacks originality; heavily derivative or copied.	Some original ideas present; partially creative.	Highly original and creative; shows unique perspective.	/20
Developed Storyline (B-roll & Interviews)	Storyline is disjointed or underdeveloped; B-roll/interviews poorly integrated.	Storyline is mostly coherent; B-roll and interviews support the narrative.	Storyline is compelling and well-developed; B-roll and interviews enhance the message.	/20
Segue Usage	Segues are missing or confusing; transitions are abrupt.	Segues are present and mostly effective.	Segues are smooth, purposeful, and enhance flow.	/20
Onscreen Talent Presence	Talent appears uncomfortable or unprepared; lacks confidence.	Talent is generally confident with minor issues in delivery.	Talent is highly confident, engaging, and professional.	/20
Talent Voice Effectiveness	Voice is unclear, mumbled, or lacks projection.	Voice is mostly clear and audible with minor issues.	Voice is clear, well-enunciated, and confidently projected.	/20
Green Screen Technology Use	Green screen is poorly used or distracting.	Green screen is used appropriately with minor flaws.	Green screen is seamlessly integrated and enhances the production.	/20

445 Broadcast News Production Team

Technical Scoring Rubric (Cont'd)

Video Quality	Video is often out of focus, shaky, or lacks variety.	Video is mostly steady and in focus with some variety.	Video is consistently sharp, steady, and visually dynamic.	/20
Lighting Quality	Lighting is poor or inconsistent; subjects are hard to see.	Lighting is adequate with minor inconsistencies.	Lighting is professional, consistent, and enhances visuals.	/20
Color Quality	Colors are dull, off-balance, or inconsistent.	Colors are mostly accurate and consistent.	Colors are vibrant, well-balanced, and visually appealing.	/20
Audio Quality	Audio is unclear, unbalanced, or distracting.	Audio is mostly clear with minor issues.	Audio is crisp, well-leveled, and enhances the experience.	/20
TOTAL TECHNICAL POINTS				/260

445 Broadcast News 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 the 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 0-5 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

445 Broadcast News Production Team
Technical Scoring Rubric - FINAL (Nationals Only)

Evaluation Criteria				Points Awarded
Required Elements		Select One	Award all or none	
Contains at least one (1) interview		☐ Y ☐ N	10 points	/10
Contains BPA provided graphics		☐ Y ☐ N	10 points	/10
Appropriate use of B-roll		☐ Y ☐ N	50 points	/50
Video is exactly 1-minute in length		☐ Y ☐ N	20 points	/20
Final export met timed event deadline		☐ Y ☐ N	50 points	/50
Exported in correct format		☐ Y ☐ N	20 points	/20
TOTAL REQUIRED ELEMENTS				/160
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Content	Content lacks originality; minimal on-site footage used.	Content shows some originality; majority of footage shot on-site.	Highly original content; all footage shot on-site.	/20
Broadcast Content				
Developed Storyline	Storyline is unclear or undeveloped.	Storyline is present but may lack depth or coherence.	Well-developed and coherent storyline throughout.	/20
Effectiveness of Production	Production elements are poorly executed or distracting.	Production is adequate with some effective elements.	Production is highly effective and enhances the message.	/20
Appropriate Usage of Existing Graphics/Audio	Graphics/audio are poorly chosen or irrelevant.	Graphics/audio are appropriate but not fully integrated.	Graphics/audio are well-chosen and seamlessly integrated.	/20
Effectiveness of On-screen Talent Presence	Talent lacks confidence; poor body language and speech.	Talent shows some confidence; body language and speech are adequate.	Talent is confident; excellent body language and speech.	/20
Effectiveness of Talent Voice	Voice is unclear or poorly projected.	Voice is mostly clear and adequately projected.	Voice is clear, well-enunciated, and confidently projected.	/20
Writing Accuracy	3 or more errors; possible copyright violations.	1-2 errors; no copyright violations.	No errors; no copyright violations.	/20
Quality	Video lacks focus, steadiness, or shot variety.	Video is mostly in focus with some shot variety.	Video is consistently in focus with excellent shot variety.	/20
Video				
Lighting	Lighting is poor and detracts from the video.	Lighting is adequate but inconsistent.	Lighting is high quality and enhances the video.	/20
Color	Colors are dull or poorly balanced.	Colors are acceptable with minor issues.	Colors are vibrant and well-balanced.	/20
Audio	Audio is unclear; poor use of fades or ambient sounds.	Audio is mostly clear with some use of effects.	Audio is clear and effectively uses fades and ambient sounds.	/20
TOTAL TECHNICAL POINTS				/380

450 Podcast Production Team

Description & Eligibility

The team will research and create a three to five (3:00-5:00) minute podcast based on the assigned topic. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Podcast Production Team – Myth vs. Reality: Teenagers and Technology. Create a three (3:00) to five (5:00) minute podcast episode exploring common myths about teenagers’ use of technology and comparing them to real experiences, facts, and perspectives.

Your podcast must include the following:

- Address at least two (2) widely believed myths about teenagers and technology
- Two required myths:
 - Myth #1: “Teenagers are addicted to their phones and cannot function without them.”
 - Myth #2: “Technology only distracts teens and harms their learning.”
- Contrast each myth with real-world evidence, examples, or lived experiences.
- Demonstrate effective audio production techniques (voice clarity, pacing, transitions, and sound elements).
- Include a clear takeaway message about how technology truly affects teenagers today.

Teams may include additional myths but must cover both required myths. The podcast should be informative, balanced, and appropriate for a K – 12 school audience.

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.

Competition 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 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Podcast 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	PPT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Apply audience analysis and design principles & elements to research and develop discussion points, outlines, and scripts, ensuring clear messaging and engagement for a defined target audience across platforms
2. Develop and edit professional lead-in and lead-out segways and implement audio editing and splicing workflows using industry-standard software, incorporating nonlinear editing, mixing, and effects to enhance storytelling and production value
3. Utilize industry-standard audio production software, hardware, and workflows and apply modern recording techniques to capture clear, high-quality sound in various environments, adapting to project needs and technical requirements
4. Collaborate effectively within multidisciplinary audio production teams, utilizing project management and communication platforms to optimize workflow and production quality

Contest Specifications for this Event

- Use of transitions and continuity must exist in the production
- Album artwork must be loaded and shown when the judges select the podcast

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.
- 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 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.

450 Podcast 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 the 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)				
Team submitted one (1) combined PDF file containing clickable URL to Podcast, Works Cited formatted according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form.				/10
Episode title and cover art				/10
Opening/Introduction/Transitions				/10
Closing				/10
Topic addressed with multiple actors and viewpoints				/10
Podcast made effective use of time and was within the audio time limit of 3-5 minutes				/10
Evaluation Criteria	Below Expectations 0-12 points	Meets Expectations 13-25 points	Above Expectations 26-35 points	Points Awarded
Introduction	Topic somewhat engages the listener. Lacks an introduction or has an unclear purpose.	Introduces the topic and begins to engage the audience. Purpose is somewhat clear.	Catchy, clever intro with relevant info and a clear purpose that engages the listener right away.	/35
Topic Development	All or some of the information is inaccurate or irrelevant to the topic.	Most information is relevant, though the delivery lacks focus and may wander at times.	Creative, original content supports the podcast's purpose. Information is accurate.	/35
Audio Message	The podcast is not engaging & does not invite the listener into the conversation.	The podcast is presented in a moderately engaging way but could use more energy and/or creativity.	The podcast is presented in highly engaging, conversational way that draws the listener in.	/35
Music, Tone, and Audience Appeal	No music, or music is only somewhat appropriate. Volume is too high or too low.	Music fits the podcast's mood and content. Volume is balanced and doesn't overpower the voice.	Music enhances the podcast, suits the mood and content. Volume is well-balanced and clear.	/35
Professionalism & Voice Quality	Delivery appears unrehearsed. The speaker is completely unclear and is expressionless.	Delivery is somewhat rehearsed but still choppy. The speaker is sometimes unclear and/or muddled.	Delivery is well-rehearsed & smooth. The speaker enunciates clearly & uses an appropriate expression.	/35
Use of Ambient Sound & Noise Control	Podcast has very noticeable & distracting background noise and/or interruptions.	Podcast has some background noise and/or interruptions that slightly disturb the audience.	Podcast has zero to very minimal background noise and/or interruptions.	/35
TOTAL TECHNICAL POINTS				/270

450 Podcast 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 the 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 0-5 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

455 User Experience Design Team

Description & Eligibility

The team will prototype digital experiences for a single brand based on the assigned topic, emphasizing collaboration, user experience design, and design rationale. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

Social Media Detox & Screen Balance App. BalanceMe is a digital wellness experience designed for Gen Z, built around awareness, intention, and emotional well-being. Instead of restricting screen time or shaming users, BalanceMe helps students build healthier digital habits through personalized insights, mood check-ins, flexible goals, and encouraging nudges. Our educational website teaches practical digital wellness strategies, while our app and social media campaign promote balanced, intentional technology use in a positive, relatable way.

Your team has been hired as a digital experience design agency to design a prototype that educates users, supports self-awareness, and promotes balance across devices and platforms.

Deliverables:

- Educational website explaining digital wellness concepts, healthy technology habits, and the purpose of the app.
- Mobile app prototype with five required screens:
 - Screen time overview
 - Goal setting
 - Reminders and nudges
 - Focus mode
 - Reflection and insights
- Social media awareness campaign artboard designed for Instagram or TikTok that promotes healthy screen balance messaging and drives users to the app or website.

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

Competition 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 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
Submit the following in one combined PDF: 1. Clickable URL to Website 2. Mobile App Prototype 3. Campaign Artboard 4. Works Cited 5. BPA Release Form(s) 6. AI Usage and Documentation Form	UEDT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Develop and implement integrated design strategies that maintain consistent branding and visual style across digital, print, and interactive media platforms, employing advanced design principles & elements and layout techniques—including grid systems, hierarchy, and whitespace—for readability and accessibility
2. Apply audience analysis and user-centered design principles & elements while incorporating accessibility standards (WCAG) and responsive design techniques to create content that is relevant, engaging, and usable for all audiences across devices
3. Collaborate effectively within multidisciplinary teams and communicate ideas persuasively using digital tools and visual storytelling techniques, adapting style and content to audience and context
4. Conduct usability testing and gather user feedback to iteratively refine designs, ensuring optimal user experience and accessibility

Contest Specifications for this Event

- Use available references to develop a one-page profile outlining the team's vision and rationale
- Prototype the promotional landing page/website for the project. Minimum of one (1) landing page designed for a desktop web browser experience

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.
- 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.
- 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 contestant 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.

455 User Experience 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 the 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)				
Team submitted one (1) combined PDF file containing their Clickable URL to Project Files, 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 11-25 points	Above Expectations 26-35 points	Points Awarded
Audience Insight & Content Relevance	Limited grasp of the target audience. Messaging is unclear or inconsistent.	Content shows a solid understanding of the audience and effectively communicates purpose and branding.	Strong insight into the audience. Content is engaging, relevant, and consistently tailored across platforms.	/35
Technical Execution & Usability	Visuals and navigation are inconsistent or glitchy, resulting in a weak technical presentation.	Interfaces are clean and functional. Visuals and interactions show solid technical skill.	Flawless execution—visuals, navigation, and interactions are intuitive, responsive, and polished.	/35
Creativity & Originality	Limited creativity or originality. Ideas are predictable or lack engagement.	Shows creative thinking with some original ideas. Presentation is engaging.	Highly creative and original. Ideas are fresh, engaging, and imaginative.	/35
Design Principles & Layout Consistency	Poor alignment, spacing, typography, or visual hierarchy. Layouts lack structure or clarity.	Uses standard design principles (balance, contrast, alignment, spacing). Layouts are generally clean and visually consistent.	Exceptional use of design principles. Layouts are cohesive, visually engaging, and enhance user experience across all materials.	/35
Incorporation of Design Trends	Design choices feel outdated or disconnected from modern eSports or digital culture.	Contemporary styles and trends are appropriately incorporated into visuals and layout.	Cutting-edge visual trends are seamlessly integrated, enhancing the design's appeal to modern audiences and building credibility within gaming culture.	/35
Cross-Platform User Experience (UX)	Deliverables feel disjointed. Experiences across platforms lack cohesion or usability.	UX across web, app, and social media is consistent, accessible, and user-friendly.	Flawless, platform-specific UX that flows cohesively across web, app, and social. User goals are anticipated and met at every touchpoint.	/35

455 User Experience Design Team

Technical Scoring Rubric (Cont'd)

Use of Innovative Technology	No use of advanced tools, animation, or features that enhance interactivity.	Some use of interactive or innovative tech tools to support user experience.	Strong, strategic use of advanced tools or platforms (e.g., Figma prototyping, animation, responsive elements) that elevate the user experience.	/35
Overall User Experience	UX is confusing, inconsistent, or misaligned with project goals.	UX is smooth, meets most project goals, and shows good structure and user flow.	UX is seamless, intuitive, and fully aligns with branding and user expectations. Experiences feel complete, logical, and immersive.	/35
Evaluation Criteria	Below Expectations 0-2 points	Meets Expectations 3-7 points	Above Expectations 8-10 points	Points Awarded
Writing Accuracy	Multiple typos, grammar, or punctuation errors detract from professionalism.	Minor errors are present but do not significantly impact professionalism.	The text is clean, polished, and free of grammar, spelling, and punctuation errors.	/10
TOTAL TECHNICAL POINTS				/300

455 User Experience 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 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 0-5 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

460 Visual Design Team

Description & Eligibility

The team will use UX and UI design to develop mockups that are visually and functionally aligned with the assigned topic. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage and Citation Policy will be disqualified.

Topic

PixelPlay Gaming Café is a startup gaming lounge designed for competitive and casual gamers, digital creatives, and esports enthusiasts. The café offers hourly rentals of PC and console play, organized tournaments, and curated digital art displays featuring local and student artists.

PixelPlay's leadership team has contracted your visual design team to develop a complete branding package that establishes a strong, recognizable identity and appeals to a young adult audience ages 16–25, while remaining professional, inclusive, and allows scalable for future growth.

Deliverables:

- Logo design for the Café including Tagline or short mission statement
- At least three (3) promotional items, (at least one should highlight the café's support of local or student artists) such as:
 - Event poster/banner
 - Social media ads (Instagram, Facebook, TikTok)
 - Branded merchandise items (examples: hoodie, mousepad, controller skin, drinkware)
 - Event Info:
 - Location: 1722 E 17th Avenue, Denver, CO
 - Business Hours: Open Daily Sunday – Monday
 - 11:00 a.m. – Midnight
 - Hourly play
 - Weekly Tournaments
 - Unique Art by Local Student Artists

Team Must Supply

- Optional - 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

Competition 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 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
- No materials may be left with the judges
- Only the team captain should complete the submission
- 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
- 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)	National Deadline
The following items have been saved as PDFs and bundled together in a single ZIP file. 1. Logo Design 2. Three Promotional Items 3. Works Cited 4. BPA Release Form(s) 5. AI Usage and Documentation Form	VDT-TeamID.zip	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Integrate color theory, typography, and design principles & elements—including hierarchy, spacing, and grid systems—to create visually compelling, readable, and brand-consistent designs across digital and print media
2. Apply audience analysis and user-centered design principles & elements to develop and present design concepts persuasively, using visual storytelling and data-driven rationale to support thematic choices and engagement for a defined target audience
3. Create original artwork and utilize advanced technical skills with industry-standard software to edit, manipulate, and optimize graphics, artwork, and images for diverse design applications, ensuring quality and efficiency
4. Collaborate effectively within multidisciplinary teams, utilizing project management and communication tools to achieve shared objectives and deliver high-quality outcomes

Contest Specifications for this Event

- All graphics must be computer generated
- It is recommended designs be at least 300 dpi

Common Specifications for all BPA Judged Events

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- 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.
- 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 contestant 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.

460 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 the 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 saved as PDFs and bundled together in a single ZIP file. 1. Logo 2. Three (3) promotional items 3. Works Cited (formatted in accordance with the <i>Style & Reference Manual</i>) 4. BPA Release Form(s) 5. AI Usage and Documentation Form				/10
Evaluation Criteria	Below Expectations 0-17 points	Meets Expectations 18-35 points	Above Expectations 36-50 points	Points Awarded
Audience Awareness	Design choices ignore or conflict with audience needs.	Design makes appropriate decisions for intended audience.	Design shows deep understanding of audience with highly effective visual strategies.	/50
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Creativity and Originality	Ideas lack originality or rely heavily on generic concepts.	Products show some imaginative and creative thinking.	Products showcase bold, original ideas and inventive execution.	/30
Visual Impact	Visuals are dull, cluttered, or confusing.	Design is visually appealing and captures attention.	Design is visually captivating with strong use of aesthetic principles.	/30
Consistency Across Products	Products appear disconnected or overly similar.	Designs relate well while maintaining distinct identity.	Designs show consistent branding with individualized, creative variation.	/30
Clear Focal Point	Focal point is missing or unclear.	Each product has a clear and intentional center of interest.	All products feature compelling focal points that enhance viewer engagement.	/30
Balanced Composition	Layout feels chaotic or lacks unity.	Designs are balanced and unified with thoughtful structure.	Composition demonstrates elegant harmony, creating a polished and professional feel.	/30
Color & Font Use	Font and color choices clash or distract from message.	Fonts and colors are appropriate and enhance the design.	Fonts and color palettes are expertly chosen to elevate overall impact.	/30
Whitespace Usage	Design feels overcrowded or sparsely laid out.	Whitespace is used effectively to support visual clarity.	Whitespace is strategically used to enhance flow, hierarchy, and aesthetic value.	/30

460 Visual Design Team
Technical Scoring Rubric (Cont'd)

Design Layout & Emphasis	Elements are randomly placed or lack emphasis.	Layout follows basic design principles with clear visual focus.	Strategic placement and emphasis guide viewer through the design, using advanced compositional techniques.	/30
TOTAL TECHNICAL POINTS				/300

460 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 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 0-5 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

490 Arts, Entertainment, & Design Concepts (Open)

(formerly 490 Digital Communication and Design Concepts)

Description & Eligibility

Contestants will assess knowledge of animation, digital media, desktop publishing and web design languages. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) Cordless calculator. Electronic devices will be monitored according to ACT standards. See Calculator Guidelines. Contestants who violate this rule will be *disqualified*.

Competition Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified.
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Apply core visual design principles—including layout, hierarchy, balance, alignment, contrast, and spacing—to create clear, effective, and audience-appropriate visual communications across digital media
2. Select and apply typography and color strategically to enhance readability, brand consistency, accessibility, and visual impact, following industry best practices
3. Integrate visual elements (graphics, shapes, imagery, icons, and motion) effectively to support messaging, usability, and storytelling objectives
4. Demonstrate ethical and legal use of media assets, including copyright, licensing (Creative Commons, royalty-free), attribution, and intellectual property considerations
5. Apply animation and motion design principles—including timing, transitions, and visual flow—to enhance engagement while maintaining clarity and purpose
6. Demonstrate proficiency in video editing techniques, including sequencing, transitions, titles, lower thirds, and visual effects, aligned to professional production standards
7. Apply audio fundamentals such as sound quality, balance, voice clarity, music selection, and synchronization to enhance overall media production quality
8. Demonstrate understanding of professional media production environments, including planning, scripting, production flow, and on-camera or broadcast considerations
9. Apply photography composition techniques (framing, lighting, perspective, rule of thirds, depth) to capture and select images that strengthen visual storytelling

MARKETING & SALES EVENTS

- 500 Global Marketing Strategy Team
- 505 Sports Media Marketing Team (Pilot)
- 510 Industry Pitch Team
- 590 Marketing & Sales Concepts (Open)

Description & Eligibility

Teams will develop and present a comprehensive, data-driven global marketing plan that includes market research, target market analysis, pricing strategies, and integrated promotional strategies aligned with current industry practices and ethical standards. Any secondary 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 and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

A fictional European climate-tech startup, UpWardLink Solutions, has developed EcoSphere, an AI-driven platform designed to help small and medium-sized businesses measure, report, and reduce their carbon footprint. EcoSphere automates emissions tracking, provides industry-specific reduction strategies, and connects companies with certified sustainability partners.

As governments worldwide tighten environmental reporting regulations, including expanded ESG requirements, carbon taxes, and supply chain transparency laws, demand for affordable emissions-management tools is surging. While EcoSphere has gained rapid adoption in the European Union, the company is now preparing for global expansion into new markets where sustainability compliance is becoming increasingly urgent.

Team Must Supply

- For each round of presentations (preliminaries and finals) contestants may share supporting materials (e.g., research charts, brochures, etc.). These materials may be used during the presentation but must not be left with the judges.
- 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 - Product displays and props (product samples and promotional items), prepared posters, flip charts, easels, or graphs in presentation.

Contest Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Only one (1) team member should complete the submission
- Carry-in and setup of equipment must be done solely by the team 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 more than ten (10) minutes oral presentation, and no more than five (5) minutes 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(s) Name	National Deadline
Submitting all the following in one combined PDF: 1. Marketing Plan with the Title Page and Table of Contents 2. Works Cited 3. BPA Release Form(s) 4. AI Usage and Documentation Form	GMST-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Develop a comprehensive, data-driven global marketing plan
2. Conduct and communicate marketing research and insights
3. Define, segment, and analyze domestic and global target markets
4. Develop and justify value-based pricing strategies
5. Apply customer relationship management (CRM) and customer engagement strategies
6. Design integrated marketing campaigns across digital, social, traditional, and experiential platforms
7. Collaborate effectively in diverse, cross-functional global marketing teams
8. Deliver compelling, data-backed presentations using interactive and multimedia formats
9. Apply ethical, legal, and socially responsible marketing practices

Contest Specifications for this Event

- The Marketing Plan, including the Title Page, Table of Contents, and Works Cited must be formatted according to the *Style & Reference Manual*.
- The Marketing Plan must not exceed ten (10) pages single-sided and must follow the Marketing Plan format (Sections I-X) 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.
- Any Marketing Plan 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 project files at <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2027.
- 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.

500 Global Marketing Strategy 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
Marketing 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 their Marketing Plan to include the Title Page, Table of Contents, 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 0-8 points	Meets Expectations 9-16 points	Above Expectations 17-25 points	Points Awarded
Synopsis or Mini-Plan for Business	The executive summary is unclear.	The executive summary is clear and concise.	The executive summary is clear, concise, and generates strong interest.	/25
Company Goals	Goals are vague or unrealistic.	Goals are mostly clear and realistic.	Goals are very clear and realistic.	/25
Description of Customer Needs	Target market is poorly defined.	Target market is adequately defined.	Target market is precisely defined with demographics.	/25
Description of Pricing Strategy	Pricing strategy is vague or unclear.	Pricing strategy is clear and includes profit margins.	Pricing strategy is detailed, including profit margins and break-even analysis.	/25
Competition	Limited analysis of competition.	Adequate analysis of competition.	Comprehensive analysis of competition.	/25
Marketing Mix	Marketing mix is unclear or incomplete.	Clear and mostly complete marketing mix.	Detailed and complete marketing mix.	/25
Economic, Social, Legal, Technological Trends	Limited or irrelevant research on trends.	Adequate research on trends.	Extensive and relevant research on trends.	/25
Human Resources Requirements	Organizational structure is unclear.	Clear organizational structure.	Well-defined organizational structure.	/25
Marketing Timeline	Incomplete or unrealistic timeline.	Complete and somewhat realistic timeline.	Comprehensive and highly realistic timeline.	/25
Methods of Measuring Success	Success metrics are vague or unrealistic.	Success metrics are mostly clear, realistic, and adequately defined.	Success metrics are exceptionally clear, highly realistic, and well-defined.	/25
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 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 thoroughly complete.	/15
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/15
TOTAL TECHNICAL POINTS				/290

500 Global Marketing Strategy 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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 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.	/45
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				/100

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

505 Sports Media Marketing Team (Pilot)

(new event)

Description & Eligibility

Contestants will create and present a Sports Media Marketing Campaign for a real or hypothetical sports organization, event, or athlete. Any secondary or postsecondary division 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 and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic - NextGen Athlete – Building the Brand of a Rising Sports Star

NextGen Athlete is a fictitious sports marketing agency representing a talented young professional athlete who recently gained national attention following a breakout season. While the athlete's on-field performance has generated excitement among fans, their personal brand and media presence are still developing.

The agency believes there is an opportunity to build a recognizable and marketable athlete brand through a strategic sports media marketing campaign that leverages social media platforms, digital storytelling, and partnerships with sponsors and influencers. A strong personal brand can help increase fan engagement, expand the athlete's audience, and attract endorsement opportunities. The athlete's current fan base primarily consists of younger sports fans who actively follow athletes through platforms such as Instagram, TikTok, YouTube, and other digital media channels. However, the athlete faces competition from many other rising athletes who are also building their presence across sports media platforms.

Your consulting firm has been hired to develop a sports media marketing campaign designed to strengthen the athlete's personal brand and increase fan engagement. Your campaign should demonstrate how sports media marketing strategies can build brand loyalty, expand the athlete's audience, and create opportunities for partnerships and sponsorships. Teams should analyze the target audience, evaluate the competitive sports media landscape, and design an integrated marketing campaign that leverages digital media, social platforms, and emerging technologies. Teams may make reasonable assumptions where data is not provided; however, assumptions should be reasonable, clearly explained, and supported by research where possible. Teams must develop their campaign based on the NextGen Athlete concept described in this case study and may create a fictional athlete profile consistent with the NextGen Athlete scenario. Campaigns proposing unrelated organizations or athletes will not be evaluated.

Teams should consider elements such as:

- target audience demographics and fan engagement behavior
- athlete brand identity and positioning
- social media marketing strategies and content creation
- influencer collaborations and partnerships
- sponsorship and endorsement opportunities
- integrated digital media promotion
- creative campaign elements such as short-form video or teaser content
- long-term brand growth and fan loyalty

Team Must Supply

- For each round of presentations (preliminaries and finals) contestants may share supporting materials (e.g., research charts, brochures, etc.). These materials may be used during the presentation but must not be left with the judges.
- 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 - Visuals such as social media mockups, digital advertisements, campaign graphics, etc.

Contest Notes

- Method of evaluation: judged
- Only one (1) team member should complete the submission
- The team captain's contestant ID should be used in any required documents
- Contestants will present their Sports Media Marketing Campaign as if pitching to an athlete management team, sports organization, or potential sponsor. Teams may incorporate the campaign teaser video or other visual materials as part of the presentation.
- Carry-in and setup of equipment must be done solely by the team 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 more than ten (10) minutes oral presentation, and no more than five (5) minutes 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 Naming Convention	National Deadline
Submit all the following in one combined PDF: 1. URL to Video Teaser 2. Sports Media Marketing Campaign, including the Title Page, Table of Contents 3. Works Cited 4. BPA Release Form(s) 5. AI Usage and Documentation Form	SMMT-TeamID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Develop and justify a sports media marketing strategy that applies to the marketing mix and demonstrates the role of branding and brand loyalty within the global sports industry
2. Analyze sports audiences and consumer behavior by using demographic, psychographic, and fan engagement data to inform marketing decisions and buying influences
3. Design integrated marketing communications for sports organizations or events by leveraging digital media, social platforms, and emerging technologies such as influencer marketing
4. Evaluate ethical, legal, and technological considerations affecting sports media marketing, including sponsorship transparency, data use, and platform selection
5. Create innovative and creative marketing content that demonstrates originality, strategic thinking, and adaptability to current sports media trends
6. Apply critical thinking and problem-solving skills to address marketing challenges and optimize campaign outcomes
7. Demonstrate professional communication and presentation skills by delivering clear, persuasive, and informative pitches using digital and visual media
8. Collaborate effectively as a team in a marketing environment to plan, produce, and present a cohesive campaign within a global and diverse context

Contest Specifications for this Event

Sports Media Marketing Campaign:

- The Sports Media Marketing Campaign, including the Title Page, Table of Contents, and Works Cited must be formatted according to the Title Page, Table of Contents, Social Media Marketing Campaign (Parts I-VII), and Works Cited guidelines in the *Style & Reference Manual*.
- The Sports Media Marketing Campaign (Parts I-VII) must not exceed five (5) pages single-sided. The Title Page, Table of Contents, Works Cited, and BPA Release Forms are not included in the five (5) page limit
- Any Sports Media Marketing Campaigns submitted beyond the maximum number of five (5) pages will be disqualified.

Campaign Teaser Video:

- Teams must create one promotional teaser video representing the campaign concept
- The video must be created by the student team specifically for this event and represent original campaign content. The use of broadcast sports footage, copyrighted highlight clips, or professional game footage is not permitted unless it is legally licensed and properly cited.
- The teaser video must:
 - be 15–30 seconds in length and represent the launch promotion for the campaign
 - align with the campaign strategy described in the written campaign
 - be suitable for distribution on short-form digital platforms such as Instagram Reels, TikTok, or YouTube Shorts
- The teaser video should demonstrate the team's ability to create engaging sports media marketing content designed to generate fan interest, audience engagement, and brand awareness.

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.
- Upload completed projects along with the video teaser 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.
- 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.

505 Sports Media Marketing 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 the Artificial Intelligence & Citation Policy.				☐ Y ☐ N
The teaser video did not exceed the 30 second limit and the Sports Media Marketing plan did not exceed five (5) pages single-sided. The Title Page, Table of Contents, and Works Cited are not included in the five (5) page limit.				☐ 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)				
Team submitted one (1) combined PDF file containing a URL to the teaser video, the Sports Media Marketing Plan Campaign, including the Title Page, Table of Contents, 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)	Meets Expectations (11-20)	Above Expectations (21-30)	Points Awarded
Brand Identity and Positioning	Brand identity is vague, inconsistent, or weakly connected to the sports context.	Brand identity is clear and generally appropriate for the sports context.	Brand identity is distinctive, cohesive, and strategically positioned	/30
Target Audience Analysis	Target audience is broad, unclear, or weakly supported by data.	Target audience is clear and supported by relevant audience information.	Target audience is precise, research-supported, and clearly informs campaign decisions.	/30
Competitive Sports Media Landscape	Competitive analysis is limited, generic, or weakly connected to strategy.	Competitive landscape is adequately analyzed and connected to campaign decisions.	Competitive analysis is thorough, relevant, and used strategically.	/30
Sports Media Marketing Strategy	Strategy is unclear, underdeveloped, or too general.	Strategy is clear, appropriate, and generally supported.	Strategy is comprehensive, well-justified, and strongly aligned to the assigned case.	/30
Content Strategy	Content strategy is incomplete, generic, or poorly aligned to the sports context.	Content strategy includes relevant tactics and generally supports campaign goals.	Content strategy is original, integrated, platform-appropriate, and engagement-focused.	/30
Partnership and Sponsorship Opportunities	Partnership or sponsorship ideas are vague, unrealistic, or poorly matched.	Partnership and sponsorship ideas are reasonable and generally aligned.	Partnership and sponsorship ideas are strategic, realistic, and brand aligned.	/30
Campaign Measurement and Growth	Measures are vague, unrealistic, or disconnected from campaign goals.	Measures are clear and reasonably connected to campaign goals.	Measures are specific, actionable, and support growth and optimization.	/30

505 Sports Media Marketing Team

Technical Scoring Rubric (Cont'd)

Evaluation Criteria	Below Expectations (0-13)	Meets Expectations (14-27)	Above Expectations (28-40)	Points Awarded
Campaign Teaser Video	Video is missing, noncompliant, off-strategy, or ineffective.	Video is student-created, compliant, aligned, and appropriate for short-form platforms.	Video is original, polished, strategic, and highly effective for engagement.	/40
Evaluation Criteria	Below Expectations (0-9)	Meets Expectations (10-15)	Above Expectations (16-20)	Points Awarded
Overall Appearance, Conciseness, and Completeness	Campaign is disorganized, wordy, or missing sections.	Campaign is organized, concise, and complete.	Campaign is polished, professional, concise, and complete.	/20
Grammar and Mechanics	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

505 Sports Media Marketing Team (Pilot)

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 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, team roles, transitions, visuals, supporting materials, and/or teaser video are unclear or poorly integrated.	Presentation is generally organized; team roles are clear, transitions are adequate, and visuals, supporting materials, and/or teaser video are appropriately integrated.	Presentation flows smoothly; team roles, transitions, visuals, supporting materials, and/or teaser video are polished and strategically integrated.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the campaign, assigned sports context, audience, platforms, partnerships, measurement or teaser video purpose.	Presentation demonstrates a basic understanding of the campaign, assigned sports context, audience, platforms, partnerships, measurement and teaser video connection.	Presentation demonstrates a strong understanding of the campaign, assigned sports context, audience, platforms, partnerships, measurement and teaser's video role in engagement.	/45
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 including 15-30 second teaser video.			/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

510 Industry Pitch Team

(formerly 560 Presentation Team)

Description & Eligibility

Teams will research, develop, and deliver an investor-ready pitch for a business idea. Modeled after a real-world investor pitch, teams will present their concept to a panel of judges acting as potential investors, covering the business opportunity, target market, competitive advantage, financial projections, and growth strategy. Any secondary or postsecondary division contestant may enter this judged team event. A team will consist of 2-4 contestants. Entries that do not follow the provided topic, or the Copyright and/or Fair Use Guidelines and the Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

PulsePeak Events is a fictitious startup entertainment company planning to launch a two-day outdoor music festival designed to attract Gen Z and young millennial audiences. The event will feature emerging artists, regional performers, local food vendors, and interactive fan experiences intended to generate strong social media engagement.

The founders believe there is an opportunity to build a festival brand focused on music discovery, shareable experiences, and strong digital promotion. If successful, *PulsePeak Events* could expand to additional cities in future years. *PulsePeak Events* is planned for a mid-sized metropolitan area with a strong youth and college population and an active live entertainment scene. Revenue may come from several sources including ticket sales, sponsorships, vendor fees, merchandise, and VIP experiences. However, launching a new festival presents challenges such as attracting attendees in its first year, securing sponsors, managing event costs, and competing with established entertainment events.

Your consulting firm has been hired to develop and present an investor-ready pitch for *PulsePeak Events*. Your pitch should explain the business opportunity, target market, competitive landscape and *PulsePeak Events*' competitive advantage, marketing strategy, revenue model, estimated startup costs, and financial projections.

Teams should present their concept as if they are seeking investment funding for the proposed venture. Teams may make reasonable assumptions where data is not provided; however, assumptions should be reasonable, clearly explained, and supported by research where possible.

Teams must develop their pitch based on the *PulsePeak Events* business concept described in this case study. Presentations proposing an unrelated business idea will not be evaluated. The focus of the presentation should be the business opportunity and investment potential of *PulsePeak Events* rather than only the event logistics.

Teams should consider elements such as:

- market demand
- pricing strategy
- sponsorship opportunities
- marketing strategy
- long-term growth potential

Team Must Supply

- One (1) copy of the Works Cited formatted according to the *Style & Reference Manual*, signed 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 seven (7) and no more than ten (10) 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. Analyze an assigned business idea and develop a clear, compelling value proposition that communicates the opportunity to potential investors
2. Identify and analyze the target market, including customer demographics, needs, and market size
3. Evaluate the competitive landscape and articulate the business's unique competitive advantage
4. Develop and justify basic financial projections including startup costs, revenue potential, and profitability
5. Create and present a realistic go-to-market and growth strategy for the proposed business
6. Deliver a persuasive, professional investor pitch using effective verbal and nonverbal communication skills
7. Respond confidently and knowledgeably to judges' questions, demonstrating deep understanding of the business concept
8. Collaborate effectively as a team by assigning roles and delivering a cohesive, well-organized presentation

Contest Specifications for this Event

- The use of graphics, including charts, should be part of the presentation
- Format Works Cited according to the *Style & Reference Manual*

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 team 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.

510 Industry Pitch 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 no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> below:				
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 it is unclear how each team member'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 member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Market & Audience Understanding	Presentation demonstrates a limited understanding of the target market. Audience definition is unclear or overly broad, and there is little to no analysis of customer needs, behaviors or market demand.	Presentation demonstrates a basic understanding of the target market. Audience is identified, but analysis of customer needs, behaviors, and market opportunity is general or partially developed.	Presentation demonstrates a strong understanding of the target market. Audience is clearly defined with specific segmentation, supported assumptions, and a realistic explanation of market demand, customer needs and market size.	/15
Business Model, Strategy & Competitive Advantage	Presentation lacks a clear business model or value proposition. Competitive landscape, marketing strategy, and revenue streams are unclear, missing or poorly developed.	Presentation identifies a business model with some clarity. Value proposition, competitive positioning, marketing strategy, and revenue streams are present but may lack depth, cohesion, or clear differentiation from competitors.	Presentation demonstrates a clear and compelling business model. Strong value proposition, well-defined competitive advantage supported by competitive landscape analysis, and a cohesive marketing and revenue strategy that differentiates from competitors.	/15

510 Industry Pitch Team
Presentation Scoring Rubric (Cont'd)

Financial Feasibility & Growth	Presentation includes limited or unrealistic financial information. Startup costs, pricing strategy, and revenue projections are present but may lack detail, justification or realism.	Presentation includes basic financial information. Startup costs, pricing strategy, and revenue projections are present but may lack detail, justification, or realism.	Presentation demonstrates strong financial reasoning. Startup costs, pricing strategy, revenue projections, and profitability are realistic, clearly explained, and supported by logical assumptions. Long-term growth and scalability are thoughtfully addressed.	/15
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 & Documentation	Setup lasted no longer than three (3) minutes, presentation lasted no less than seven (7) minutes and no longer than ten (10) minutes. Works Cited in the correct format according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form were submitted at presentation check-in (both preliminaries and finals).			/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

590 Marketing & Sales Concepts (Open)

(formerly, in part, 591 Management, Marketing and HR Concepts)

Description & Eligibility

Contestants will demonstrate foundational knowledge of Marketing & Sales concepts including market research, target market analysis, pricing strategies, promotional planning, consumer behavior, and sales processes. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

- (Optional) 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. Demonstrate understanding of core marketing principles, including the marketing mix, branding, and the role of marketing in the global business environment
2. Analyze target markets and consumer behavior using demographic, psychographic, and buying behavior data, and interpret market research findings to support informed Marketing & Sales decisions
3. Develop and evaluate pricing strategies based on cost, competition, and customer value
4. Apply knowledge of integrated marketing communications across digital and traditional channels, including social media platforms, influencer marketing, search engine optimization (SEO), email marketing, content marketing, pay-per-click advertising, and promotional strategies to build brand awareness and engage target audiences
5. Understand sales processes and techniques, including prospecting, presenting, handling objections, closing, and building long-term customer relationships
6. Apply ethical, legal, and socially responsible practices in all Marketing & Sales activities

HEALTHCARE & HUMAN SERVICES

- 600 Medical Coding
- 605 Health Insurance and Medical Billing
- 610 Health Administration Procedures
- 615 Health Trends Research Presentation
- 690 Healthcare & Human Services Concepts (Open)

600 Medical Coding

Description & Eligibility

Contestants will demonstrate their knowledge and skills in medical coding through theory and application questions utilizing ICD-10-CM and CPT code sets. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

- Published and/or unpublished non-electronic written reference materials
- (Optional) Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Contestants who violate this rule will be disqualified.
- Suggested resource: Manual ICD-10-CM (2025) and CPT (2025), only physical copies allowed, no electronic references

Competition Notes

- Method of evaluation: objective | application
- 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
- No previous Business Professionals of America tests (handwritten, photocopied, or keyed) may 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. Define current coding terminology, symbols, and abbreviations
2. Apply proper sequencing principles using medical coding guidelines
3. Demonstrate medical coding knowledge and skills using ICD-10-CM and CPT in diverse scenarios, assigning codes accurately to ensure compliance with official guidelines and audit standards
4. Identify and interpret coding systems based on structure, format, and context, distinguishing both diagnostic and procedural code sets

605 Health Insurance and Medical Billing

Description & Eligibility

Contestants will assess knowledge of medical billing and insurance concepts and procedures. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

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

Competition Notes

- Method of evaluation: objective | application
- 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
- No previous Business Professionals of America tests (handwritten, photocopied, or keyed) may 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 knowledge of full revenue-cycle workflow, including payment reconciliation, collections, and patient account management
2. Demonstrate understanding of various types of health insurance
3. Demonstrate the ability to complete health insurance claim forms and to audit submitted claims for accuracy, compliance, and completeness
4. Demonstrate the ability to verify insurance eligibility and benefits and to prepare and submit prior authorization requests
5. Identify, define, and correctly use health insurance and medical billing terminology essential to eligibility verification, claims processing, and reimbursement procedures

610 Health Administration Procedures

Description & Eligibility

Contestants will demonstrate proficiency in essential medical office administrative tasks, including managing documents, communicating with patients, processing payments, controlling inventory, and maintaining compliant electronic health records. Any secondary or postsecondary division contestant may enter this application event.

Contestant Must Supply

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

Competition 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
- No previous Business Professionals of America tests (handwritten, photocopied, or keyed) may 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, and no more than ten (10) minute wrap-up
 - No more than fifty (50) minutes for certification test
- At NLC, contestants will take Medical Administrative Assistant certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Equipment/Supplies Provided

- Computer and software

Contest Competencies

1. Create, manage, and generate medical office documents and reports
2. Demonstrate proficiency in medical office workflows and ethical standards for both in-person and virtual interactions, ensuring compliance with HIPAA standards
3. Accurately process patient payments and maintain organized financial records in compliance with office procedures
4. Demonstrate knowledge of the medical office terminology and office procedures
5. Prepare and maintain inventory of equipment and supplies
6. Provide patient-centered support through secure digital communication channels, telehealth platforms, and integrated EHR messaging systems and voicemail transcription while maintaining HIPAA compliance
7. Organize and maintain electronic health records and digital filing systems in compliance with ARMA and HIPAA standards

615 Health Trends Presentation

Description & Eligibility

Contestants will demonstrate communication skills in securing, arranging, organizing, and presenting a multimedia presentation on the provided topic. Any secondary or postsecondary division contestant may enter this judged event. Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines and Artificial Intelligence Usage & Citation Policy will be disqualified.

Topic

Accelerating Pediatric Cancer Research Through Collaboration. You are part of a healthcare foundation focused on advancing childhood cancer research. Prepare a presentation examining how collaboration among hospitals, researchers, pharmaceutical companies, nonprofit organizations, and patient advocacy groups contributes to medical breakthroughs. Analyze challenges that limit collaboration and data sharing.

Evaluate the impact of research partnerships on treatment development and patient outcomes. Finally, recommend strategies to strengthen collaboration and accelerate the development of new therapies for children with cancer.

Contestant Must Supply

- One (1) copy of the signed BPA Release Form(s), Works Cited, Fair Use Guidelines and AI Usage and Documentation Form for each round of the competition (preliminaries and finals). No materials, other than the required submission materials, may be left with judges.
- Students may use one single-sided laptop, notebook, or tablet for their presentation. Projection equipment and external displays will not be provided or permitted.

Competition Notes

- Method of evaluation: judged
- AI Policy Level 2 *Permitted with Citation*
- Carry-in and setup of equipment must be done solely by the contestant and must take place within the time allotted
- No Internet access will be provided on-site at 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 less than seven (7) and no more than ten (10) minutes for oral presentation, no more than five (5) minutes for judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Conduct comprehensive research using diverse resources and communicate findings through professional reports and presentations, responding to questions with evidence-based reasoning
2. Design and deliver engaging multimedia presentations using advanced digital tools and cloud-based platforms
3. Demonstrate effective communication skills while presenting a multimedia presentation

Contest Specifications for this Event

- Presentation should make effective use of current multimedia technology (e.g., sound, movement, digital video, etc.)
- Contestant should use space, color, and text as design factors
- The use of graphics, including charts, should be included in the presentation
- 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.



615 Health Trends Presentation

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 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> :				
Gameplay Mechanics	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Opening & Summary	Lacks a clear introduction or conclusion; confusing or incomplete.	Includes a basic opening and summary; mostly clear.	Strong, engaging opening and clear summary that wraps up the presentation effectively.	/20
Objectives	Objectives are missing or unclear.	Objectives are stated but may lack detail.	Objectives are clearly stated and connect well to the overall theme.	/20
Stage Presence & Delivery	Contestant is hard to hear, lacks confidence, or reads entirely from notes.	Contestant speaks clearly and shows some confidence; limited eye contact.	Contestant is confident, engaging, uses eye contact, and speaks clearly throughout.	/20
General Content	Content is off-topic, inaccurate, or lacks depth.	Content is mostly accurate and relevant; some details included.	Content is accurate, well-researched, and clearly supports the project goals.	/20
Typography	Fonts are hard to read or used inconsistently.	Fonts are readable and mostly consistent.	Fonts are well-chosen, readable, and enhance the overall design.	/20
Functional Graphics	Graphics are missing or do not support the idea.	Graphics are present and somewhat support the idea.	Graphics clearly support and enhance the message or concept.	/20
Charts & Graphs	Charts/graphs are missing or unclear.	Charts/graphs are used and mostly understandable.	Charts/graphs are clear, accurate, and help explain the idea effectively.	/20
Color & Space	Poor use of color or space; design feels cluttered or dull.	Color and space are used appropriately; design is mostly balanced.	Color and space are used creatively and effectively to enhance the design.	/20
Multimedia Technology	Multimedia is missing or used ineffectively.	Multimedia is used and supports the presentation.	Multimedia is used creatively and adds strong value to the presentation.	/20
Development of Theme	Theme is unclear or not followed throughout.	Theme is present and mostly consistent.	Theme is clearly developed and carried through all parts of the project.	/20
Judge Questions	Answers are incomplete or off-topic.	Answers are mostly accurate and relevant.	Answers are thoughtful, complete, and show deep understanding of the project.	/20
Timing & Documentation	Setup lasted no longer than three (3) minutes, and the presentation lasted no less than seven (7) and no more than ten (10) minutes. One (1) copy of the Works Cited and signed BPA Release Form(s) for each round of the event (preliminary and final) was submitted.			/10
TOTAL PRESENTATION POINTS				/230

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

690 Healthcare & Human Services Concepts (Open)

(formerly 690 Health Administration Concepts)

Description & Eligibility

Contestants will demonstrate general knowledge of medical front office procedures, including the structure of the healthcare system, effective patient communication and scheduling, regulatory and ethical standards, billing and insurance processes, and the proper management of patient records and office documentation. Any secondary or postsecondary division contestant may enter this objective event.

Contestant Must Supply

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

Competition Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified.
- 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
- Unlimited entries by state

Contest Competencies

1. Demonstrate understanding of medical office roles, healthcare delivery settings, and organizational structures
2. Apply knowledge of effective patient interaction, appointment scheduling, and front office workflow procedures
3. Understand and apply HIPAA, patient confidentiality, and ethical guidelines in medical office operations
4. Demonstrate knowledge of insurance verification, claims processing, payment collection, and general revenue cycle concepts
5. Apply proper procedures for organizing, maintaining, and safeguarding patient records and office documentation

CAREER READY SKILLS

- 700 Fundamental Word Processing
- 705 Intermediate Word Processing
- 710 Advanced Word Processing
- 715 Essential Workplace Skills
- 720 Advanced Workplace Skills
- 725 Interview Skills
- 730 Advanced Interview Skills
- 735 Extemporaneous Speech
- 740 Contemporary Issues
- 745 Human Resource Management
- 750 Ethics and Professionalism
- 755 Prepared Speech
- 760 Presentation Individual
- 790 Career Ready Skills Concepts (Pilot) (Open)

700 Fundamental Word Processing

(formerly 200)

Description & Eligibility

Contestants will demonstrate entry-level word processing skills by creating, editing and formatting business documents. Only secondary or postsecondary division contestants who have completed one year (or less) of word processing and are *not* enrolled in the second year may enter this application event.

Contestants who have previously competed in Fundamental, Intermediate, or Advanced Word Processing cannot enter this event. Contestants may participate in only one of these events each year.

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 contestant-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Previous Business Professionals of America tests and/or sample 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, and no more than ten (10) minutes wrap-up
- At NLC, contestants will take the Word Processing (Precision Exams by YouScience) certification with their contest. Contestants passing this certification will have 50 points added to their event score. Reference materials are not allowed for certification testing. For more information, visit <https://certifications.youscience.com/exams/>
- 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 using standard word processing tools
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

This event is
endorsed by



705 Intermediate Word Processing

(formerly 205)

Certiport Parental Consent Form
REQUIRED

Description & Eligibility

Contestants will demonstrate intermediate word processing skills by creating, editing and formatting a variety of business documents with accuracy. Any secondary or postsecondary division contestant may enter this application event. Contestants who have previously competed in Intermediate or Advanced Word Processing cannot enter this event. Contestants may participate in only one of these events each year.

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 contestant-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Previous Business Professionals of America tests and/or sample 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, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
- At NLC, contestants will take MOS Word 365 Associate certification as part of the event. Contestants passing this certification will have 50 points added to their event score.
 - A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Contest Competencies

1. Demonstrate the ability to produce structured business documents using intermediate formatting tools, including styles, templates, section breaks, multi-column layouts, mail merge and layout features
2. Design and format tables and insert visual elements such as graphics, icons, and charts using built-in styles, alignment tools, and accessibility features
3. Edit and proofread documents using collaborative features such as tracked changes, comments, and utilize digital reference resources

710 Advanced Word Processing

(formerly 210)

Certiport Parental Consent Form
REQUIRED

Description & Eligibility

Contestants will demonstrate advanced-level word processing skills by creating, editing, and formatting a variety of business documents with accuracy. Any secondary or postsecondary division contestant may enter this application event. Contestants may compete in only one of the following events each year: Fundamental Word Processing, Intermediate Word Processing, or Advanced Word Processing. This event may be repeated.

Contestant Must Supply

- 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 contestant-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
 - No more than fifty (50) minutes for certification test
 - At NLC, contestants will take MOS Word 365 Expert certification as part of the event. Contestants passing this certification will have 50 points added to their event score. A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
- Entries vary by state

Contest Competencies

1. Create, format, and manage diverse business documents using word processing tools and features such as styles, templates, headers/footers, section breaks, mail merge and multi-column layouts
2. Demonstrate comprehensive knowledge of word processing software functions, including automation features, utilizing digital reference and collaborative editing tools
3. Integrate and format data using tables, charts, and infographics
4. Insert visual elements applying accessibility standards and advanced formatting tools

This event is
endorsed by


715 Essential Workplace Skills

(formerly 220 Basic Office Systems and Procedures)

Description & Eligibility

Contestants will act as an office intern for Digital Solutions and use given materials to produce accurate business documents that reflect workplace expectations. Any secondary or postsecondary division contestant may enter this application event. Contestants who have previously competed in Essential Workplace Skills or Advanced Workplace Skills cannot enter this 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. Contestants who violate this rule will be *disqualified*
- Suggested resource: ANSI/ARMA 1-1995 - Alphabetic Filing Rules

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective | application
- AI Policy Level 1 *No AI Allowed*
- All contestant-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Demonstrate proficiency in technology and information management by using industry-standard software to create, edit, organize, and format business documents
2. Interpret and analyze provided information to determine appropriate document type, structure, and content, ensuring accuracy
3. Apply effective written communication and professionalism by producing clear, well-formatted documents that follow correct grammar, tone, organizational guidelines, and ethical standards
4. Exhibit employability and workplace skills, including time management, attention to detail, reliability, safety and responsible use of office tools and equipment
5. Organize and maintain office inventory and filing systems using digital tools and ARMA standards

720 Advanced Workplace Skills

(formerly 225 Advanced Office Systems and Procedures)

Description & Eligibility

Contestants will act as an Office Specialist for Digital Solutions and use given materials to produce accurate business documents that reflect workplace expectations. Any secondary or postsecondary division contestant may enter this application event. This event may be repeated.

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. Contestants who violate this rule will be *disqualified*.
- Suggested resource: ANSI/ARMA 1-1995 - Alphabetic Filing Rules

Equipment/Supplies Provided

- Computer and software

Contest Notes

- Method of evaluation: objective | application
- AI Policy Level 1 *No AI Allowed*
- All contestant-produced jobs completed on-site are uploaded electronically and are not printed at the national level
- Previous Business Professionals of America tests and/or sample 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 ninety (90) minutes testing time, and no more than ten (10) minutes wrap-up
- Entries vary by state

Contest Competencies

1. Demonstrate proficiency in technology and information management by using industry-standard software to create, edit, organize, and format business documents
2. Interpret and analyze provided information to determine appropriate document type, structure, and content, ensuring accuracy
3. Apply effective written communication and professionalism by producing clear, well-formatted documents that follow correct grammar, tone, organizational guidelines, and ethical standards
4. Exhibit employability and workplace skills, including time management, attention to detail, reliability, and safe, responsible use of office tools and equipment
5. Organize and maintain office inventory and filing systems using digital tools and ARMA standards

725 Interview Skills

(formerly 515)

Description & Eligibility

Contestants will demonstrate job search and interview readiness through professional communication, employability skills, and career preparation. Contestants will create a resume and cover letter, research career qualifications, and participate in a formal interview. Evaluation will focus on written and oral communication, professional image, workplace ethics, and interpersonal effectiveness in an in-person setting. Any secondary or postsecondary division contestant may enter this application event. Contestants may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* 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.

Contestant Must Supply

- One (1) copy of your resume and cover letter submitted at presentation check-in (both preliminaries and finals)

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Length of event: no more than fifteen (15) minutes for interview
- Each state is allowed three (3) entries
- Finals may be part of the competition

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit one combined PDF file: 1. Resume 2. Cover Letter	IS-ContestantID.pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Create a professional Applicant Tracking System (ATS) optimized, résumé and cover letter demonstrating employability, career-readiness skills, and alignment with industry expectations
2. Research career pathways, job requirements, and advancement opportunities using credible resources and professional networks
3. Demonstrate a professional image and strong communication skills through effective verbal and nonverbal interaction
4. Apply workplace ethics, professional conduct, and respect for diverse work environments
5. Demonstrate effective, professional responses to judge questions using clear, relevant, example-based communication

Contest Specifications for this Event

- Business cards, thank you notes, etc. are not permitted
- 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*
- Resume work/volunteer history must be in reverse chronological order
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified
- Contestants who do not apply for one of the designated positions will be *disqualified*

- Information in the cover letter and resume 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

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.
- 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.
- 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.

725 Interview Skills

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Materials indicate contestant applied for one of the positions shown on the Organizational Chart of Digital Solutions found in the <i>Style & Reference Manual</i> .				☐ Y ☐ N
If no to the 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 their Cover Letter and Resume in one (1) combined PDF file.				/10
Evaluation Criteria	Below Expectations 0-3 points	Meets Expectations 4-7 points	Above Expectations 8-10 points	Points Awarded
Cover Letter				
Introduction and Address	Introduction is missing or vague, lacks clarity or relevance.	Somewhat engaging but lacks specificity or impact.	Engaging and specific, effectively captures attention.	/10
Relevance of Skills	Skills are not relevant to the position or not mentioned at all.	Some relevant skills are mentioned but may not be clearly tied to the position or fully explained.	All skills are clearly relevant to the position, well-explained, and directly applicable to the requirements.	/10
Closing Statement	Missing or ineffective, fails to summarize key points.	Basic closing present but lacks impact.	Strong, compelling summary leaves a memorable impression.	/10
Writing Accuracy	Numerous errors impacting clarity.	Few errors, minor impact on clarity.	Error-free, polished grammar and spelling.	/10
Layout and Formatting	Poorly organized, difficult to read, lacks visual appeal.	Adequate organization, readable, lacks consistency.	Well-organized, enhances readability and visual appeal.	/10
Resume				
Job Position Listed	Position not listed or listing unclear.	Position listed but not effectively highlighted.	Clearly listed at the top, prominently highlights target role.	/10
Layout and Formatting	Poorly organized, difficult to read, lacks visual appeal.	Adequate organization, readable, lacks consistency.	Well-organized, enhances readability and visual appeal.	/10
Order of Work/Volunteer History	Not in reverse chronological order, challenging understanding.	Mostly in reverse chronological order, with some inconsistencies.	Completely in reverse chronological order, facilitating clear career progression.	/10
Writing Accuracy	Numerous errors impacting clarity.	Few errors, minor impact on clarity.	Error-free, polished grammar and spelling.	/10
TOTAL TECHNICAL POINTS				/100

725 Interview Skills

Presentation Scoring Rubric

Evaluation Criteria	Below Expectations 0-12 points	Meets Expectations 13-25 points	Above Expectations 26-35	Points Awarded
First Impressions	Poor introduction; lacked positive first impression.	Adequate introduction; made a somewhat positive first impression.	Strong introduction; made a very positive first impression.	/35
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 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.	/30
Personality and 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
Evaluation Criteria	Below Expectations 0-12 points	Meets Expectations 13-25 points	Above Expectations 26-35 points	Points Awarded
Final Impressions	Failed to express thanks or conclude the interview effectively.	Adequately expressed thanks and concluded the interview.	Expressed thanks and concluded the interview effectively.	/35
Documentation	One (1) copy of the Cover Letter and Resume was submitted at presentation check-in (both preliminaries and finals).			/10
TOTAL INTERVIEW POINTS				/300

Note: no more than fifteen (15) minutes for the interview.

Description & Eligibility

Contestants will assess career readiness and professional communication through the job search, interview, and portfolio presentation process. Contestants will prepare a resume, cover letter, and professional portfolio demonstrating their skills, experiences, and accomplishments. Participants will research career qualifications, present a professional image, and participate in an advanced interview scenario in an in-person format. Evaluation will emphasize professionalism, portfolio quality, communication effectiveness, and understanding of ethical workplace practices. Any secondary or postsecondary division contestant may enter this judged event. Contestants may *not* enter both Interview Skills and Advanced Interview Skills in the same year. Advanced Interview Skills 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.

Contestant Must Supply

- Paper portfolio no larger than 8 1/2" x 11" in plastic sheet protectors or electronic portfolios may be displayed on a notebook/laptop computer or tablet
- One (1) copy of your resume and cover letter submitted at presentation check-in (both preliminaries and finals)

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- No Internet access will be provided on-site at NLC; however, contestants may provide their own mobile device only as a hotspot to access their digital portfolio. The device(s) must be set up prior to entering the presentation room
- No time will be given for the setup of equipment and must be done solely by the contestant
- Portfolio will not be submitted; the contestant will take the portfolio into the interview to be used to demonstrate job competence. Portfolios must not be left with judges
 - At NLC, contestants will take the Professional Communications certification exam. Contestants passing this certification will have 50 points added to their event score. A Pearson profile must be created at <https://certiport.pearsonvue.com> before attending NLC
 - Contestants must include their BPA Contestant ID in their Pearson profile when they register
 - Certiport Parent/Legal Guardian Consent Form must be uploaded to: education@bpa.org
 - For more information on the exam, visit <https://certiport.pearsonvue.com>
 - Reference materials are not allowed for certification testing
 - No more than fifty (50) minutes for certification test
- Length of event: no more than fifteen (15) minutes for interview
- Finals may be part of the competition

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Submit one combined PDF file: 1. Resume 2. Cover Letter	AIS-ContestantID-pdf	April 1, 2027, 11:59 p.m. Eastern Time

Contest Competencies

1. Create a tailored Applicant Tracking System (ATS) optimized résumé, cover letter, and a professional portfolio showcasing skills, accomplishments, and qualifications
2. Demonstrate strong employability and career advancement skills including adaptability, initiative, and continuous learning
3. Research career opportunities, industry trends, credentials, and expectations for professional image and branding
4. Communicate respectfully and ethically in diverse work environments, demonstrating integrity and effective collaboration with others
5. Exhibit advanced interview communication skills through persuasive storytelling, situational awareness, and confident interpersonal interaction
6. Demonstrate professionalism when discussing salary, benefits, and job offers
7. Use networking skills to build professional connections through career events, organizations, and personal interactions
8. Demonstrate advanced interviewing skills by giving clear, confident answers to interview and judge questions, and using examples to explain skills and experiences

Contest Specifications for this Event

- Business cards, thank you notes, etc. are not permitted
- 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*
- Resume work/volunteer history must be in reverse chronological order
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified
- Contestants that do not apply for a position for one of these positions will be disqualified
- Information in the cover letter and resume 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



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.
- 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.
- 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.

730 Advanced Interview Skills

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Materials indicate contestant applied for one of the positions shown on the Organizational Chart of Digital Solutions found in the <i>Style & Reference Manual</i> .				☐ Y ☐ N
If answered no to the 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 their Cover Letter and Resume in one (1) combined PDF file.				/10
Evaluation Criteria	Below Expectations 0-3 points	Meets Expectations 4-7 points	Above Expectations 8-10 points	Points Awarded
Cover Letter				
Introduction and Address	Introduction is missing or vague, lacks clarity or relevance.	Somewhat engaging but lacks specificity or impact.	Engaging and specific, effectively captures attention.	/10
Relevance of Skills	Skills are not relevant to the position or not mentioned at all.	Some relevant skills are mentioned but may not be clearly tied to the position or fully explained.	All skills are clearly relevant to the position, well-explained, and directly applicable to the requirements.	/10
Closing Statement	Missing or ineffective; fails to summarize key points.	Basic closing present but lacks impact.	Strong, compelling summary; leaves a memorable impression.	/10
Writing Accuracy	Numerous errors impacting clarity.	Few errors, minor impact on clarity.	Error-free, polished grammar and spelling.	/10
Layout and Formatting	Poorly organized, difficult to read, lacks visual appeal.	Adequate organization, readable, lacks consistency.	Well-organized, enhances readability and visual appeal.	/10
Resume				
Job Position Listed	Position not listed or listing unclear.	Position listed but not effectively highlighted.	Clearly listed at the top, prominently highlights target role.	/10
Layout and Formatting	Poorly organized, difficult to read, lacks visual appeal.	Adequate organization, readable, lacks consistency.	Well-organized, enhances readability and visual appeal.	/10
Order of Work History	Not in reverse chronological order, challenging understanding.	Mostly in reverse chronological order, with some inconsistencies.	Completely in reverse chronological order, facilitating clear career progression.	/10
Writing Accuracy	Numerous errors impacting clarity.	Few errors, minor impact on clarity.	Error-free, polished grammar and spelling.	/10
TOTAL TECHNICAL POINTS				/100

730 Advanced Interview Skills

Presentation Scoring Rubric

Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30	Points Awarded
First Impressions	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 0-7 points	Meets Expectations 8-14 points	Above Expectations 15-20 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 Awarded
Personality and 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
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30	Points Awarded
Final Impressions	Failed to express thanks or conclude the interview effectively.	Adequately expressed thanks and concluded the interview.	Expressed thanks and concluded the interview effectively.	/30
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 8-14 points	Above Expectations 15-20 points	Points Awarded
Portfolio	Poorly organized; minimal relevant information.	Adequately organized; some relevant information.	Well-organized; relevant and diverse information.	/20
Documentation	One (1) copy of the Cover Letter and Résumé was submitted at presentation check-in (both preliminaries and finals).			/10
TOTAL INTERVIEW POINTS				/300

Note: no more than fifteen (15) minutes for interview.

735 Extemporaneous Speech

(formerly 525)

SECONDARY EVENT ONLY

Description & Eligibility

Contestants will demonstrate professional and persuasive oral communication by organizing and delivering a well-structured, extemporaneous speech on a business-related topic within a limited preparation period. Contestants will analyze the assigned prompt, develop key ideas with relevant supporting examples, and present a coherent message that reflects logical structure, confident delivery, and understanding of business concepts. Evaluation will focus on organization, audience awareness, delivery techniques, and the ethical use of language. Any secondary division contestant may enter this judged event.

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
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Demonstrate clear, professional, and effective oral communication when presenting ideas
2. Organize the speech using a clear introduction, body, and conclusion to create a coherent message
3. Use appropriate tempo, pitch, and vocal variety to enhance clarity and audience engagement
4. Use purposeful nonverbal gestures, posture, and eye contact to support confident delivery
5. Analyze the assigned topic quickly and develop key points supported by logical reasoning, examples, and relevant business insights
6. Adapt tone, language, and delivery to meet audience expectations
7. Use effective opening and closing statements to strengthen the overall message
8. Demonstrate professionalism, confidence, and ethical communication while presenting under pressure

Contest Specifications for this Event

- Contestant will draw two (2) different business topics and will 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
- No advisor contact will be allowed between the time of receiving the topic and the delivery
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.)
- Judges' comments will be returned digitally through the online judging system at the national level

735 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 no to the 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 structure, making it unclear and difficult to follow. Transitions between points are awkward or absent.	The speech content has some gaps, making it not always clear and somewhat difficult to follow. Transitions between points are choppy.	The speech content flows adequately, with a mostly clear structure and smooth transitions between points.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Effectiveness	The speech demonstrates a limited understanding of the topic or prompt, often veering into irrelevant or off-topic information. The purpose of the speech (to decide, to impress, to inform, to persuade) is not achieved or unclear.	The speech addresses the general topic or prompt but lacks depth and specific focus. The purpose of the speech is partially achieved but lacks clear effectiveness in decision-making, impressing, informing, or persuading.	The speech comprehensively addresses the topic with a clear and focused approach. It includes relevant information that directly relates to the given context. The purpose of the speech (to decide, to impress, to inform, to persuade) is effectively achieved with clarity and impact.	/50
Timing	The speech lasted no less than two (2) minutes and no more than four (4) minutes and the contestant did <i>not</i> use any materials other than those specified.			/10
TOTAL PRESENTATION POINTS				/100

SPEECH WILL BE STOPPED AT FOUR (4) MINUTES

Description & Eligibility

Contestants will demonstrate effective communication skills by arranging, organizing, and presenting information orally without prior knowledge of the topic. The speech may serve one or more purposes: to impress, to inform, or to persuade. Any postsecondary division contestant may enter this judged event. The event may be repeated.

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 three (3) and no more than five (5) minutes speech
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Demonstrate clear, professional, and effective oral communication when presenting ideas
2. Organize the speech using a clear introduction, body, and conclusion to create a coherent message
3. Use appropriate tempo, pitch, and vocal variety to enhance clarity and audience engagement
4. Use purposeful nonverbal gestures, posture, and eye contact to support confident delivery
5. Analyze the assigned topic quickly and develop key points supported by logical reasoning, examples, and relevant business insights
6. Adapt tone, language, and delivery to meet audience expectations
7. Use effective opening and closing statements to strengthen the overall message
8. Demonstrate professionalism, confidence, and ethical communication while presenting under pressure

Contest Specifications for this Event

- The contestant will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The event proctor will provide three (3) notecards. 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
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.)
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is (1) minute remaining during the speaking time

740 Contemporary Issues

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 no to the 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.	Speaker occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Speaker 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 structure, making it unclear and difficult to follow. Transitions between points are awkward or absent.	The speech content has some gaps, making it not always clear and somewhat difficult to follow. Transitions between points are choppy.	The speech content flows adequately, with a mostly clear structure and smooth transitions between points.	/20
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Effectiveness	The speech demonstrates a limited understanding of the topic or prompt, often veering into irrelevant or off-topic information. The purpose of the speech (to decide, to impress, to inform, to persuade) is not achieved or unclear.	The speech addresses the general topic or prompt but lacks depth and specific focus. The purpose of the speech is partially achieved but lacks clear effectiveness in decision-making, impressing, informing, or persuading.	The speech comprehensively addresses the topic with a clear and focused approach. It includes relevant information that directly relates to the context given. The purpose of the speech (to decide, to impress, to inform, to persuade) is effectively achieved with clarity and impact.	/50
Timing & Documentation	The speech lasted no less than three (3) minutes and no more than five (5) minutes and the contestant did <i>not</i> use any materials other than those specified.			/10
TOTAL PRESENTATION POINTS				/100

SPEECH WILL BE STOPPED AT FIVE (5) MINUTES

745 Human Resource Management *(This event is dedicated in memory of Bob Roeder)* (formerly 535)

Description & Eligibility

Contestants will assess understanding and application of human resource management principles through analysis and interpretation of workplace scenarios. Contestants will demonstrate knowledge of employment law, ethical leadership, talent management, and strategic HR functions while applying effective communication and decision-making skills. Evaluation will emphasize professionalism, HR strategy, legal compliance, and support for organizational culture and employee well-being. Any secondary or postsecondary division contestant may enter this judged event. The event may be repeated.

Contestant Must Supply

- *Human Resources Manual*
- Sharpened pencils, pens

Equipment/Supplies Provided

- Three (3) notecards per contestant
- Scenario

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Length of event: no more than twenty (20) minutes preparation time, no less than three (3) and no more than five (5) minutes for oral presentation, no more than three (3) minutes judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Communicate HR concepts and recommendations clearly and professionally using data, policy references, and supportive reasoning
2. Organize the presentation using a clear introduction, body, and conclusion to create a coherent and persuasive HR message
3. Use effective verbal and nonverbal delivery skills, including vocal variety, posture, gestures, and eye contact—to support confident and professional HR communication
4. Model professional behaviors that support the organization's mission and values
5. Describe and apply workplace safety, health, and compliance requirements
6. Model ethical, legal, and responsible conduct by maintaining confidentiality, understanding liability, and supporting organizational integrity
7. Demonstrate technical HR knowledge across areas such as staffing, training, compliance, and employee relations
8. Analyze HR issues and apply relevant policies to develop fair, compliant, and effective solutions
9. Demonstrate respectful, fair, and professional interactions in workplace scenarios
10. Follow laws and professional guidelines to ensure your actions protect both yourself and the organization in HR settings
11. Respond to judge questions clearly and confidently, using BPA's Human Resources Manual, scenario details, examples, and sound HR reasoning from your preparation

Contest Specifications for this Event

- The contestant will be given a human resources management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc.
- The event proctor will provide three (3) notecards. Only the *Human Resources Manual*, along with three (3) notecards, may be used in the preparation room

- The *Human Resources Manual* is a guideline and should be used as the ultimate authority when the manual contains specific related information. Contestants are expected to familiarize themselves with the manual prior to competition.
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.)
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation
- Only the three (3) notecards may be used in the presentation room. The *Human Resources Manual* may *not* be used during the presentation
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time
- Judges' comments will be returned digitally through the online judging system at the national level



745 Human Resource Management

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 no to the 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
Organization, Design & Structure	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.	/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
Timing & Documentation	The presentation lasted no less than three (3) minutes and no more than five (5) minutes and the contestant did <i>not</i> use any materials other than those specified.			/10
TOTAL PRESENTATION POINTS				/100

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

750 Ethics and Professionalism

(formerly 540)

Description & Eligibility

Contestants will analyze and apply ethical frameworks to real-world business situations. Contestants will evaluate a scenario involving ethical dilemmas in areas such as leadership, technology, finance, marketing, or human resources. Using critical-thinking and decision-making models, participants will present solutions demonstrating integrity, professionalism, and alignment with organizational values. Evaluation will focus on ethical reasoning, professionalism, communication, and problem-solving. Any secondary or postsecondary division contestant may enter this judged event.

Contestant Must Supply

- *Ethics and Professionalism Resources Manual*
- Sharpened pencils, pens

Equipment/Supplies Provided

- Three (3) notecards per contestant

Contest Notes

- Method of evaluation: judged
- AI Policy Level 1 *No AI Allowed*
- Length of event: no more than twenty (20) minutes preparation time, no less than five (5) minutes and no more than seven (7) minutes for oral presentation, no more than three (3) minutes judges' questions
- Finals may be part of the competition
- Each state is allowed three (3) entries

Contest Competencies

1. Communicate ethical ideas clearly and professionally using effective verbal and nonverbal communication skills
2. Organize the presentation using a clear introduction, body, and conclusion to explain and support an ethical position
3. Apply recognized ethical principles and professional standards when evaluating dilemmas and making decisions
4. Analyze ethical dilemmas and apply critical thinking to propose fair, logical, and defensible solutions.
5. Demonstrate integrity, professionalism, and respect when presenting ethical viewpoints and interacting with others
6. Support arguments with relevant examples, evidence, policies, or real-world business practices
7. Respond to judge questions clearly and confidently, using BPA's *Ethics and Professionalism Resources Manual*, scenario details, examples, and sound ethical reasoning developed during your preparation

Contest Specifications for this Event

- The contestant will be given a scenario dealing with ethics or professionalism. Refer to the *Ethics and Professionalism Resources Manual* as a guide when preparing for the event.
- The event proctor will provide three (3) notecards. Notes can only be made on the notecards provided. Only the *Ethics and Professionalism Resources Manual*, along with three (3) notecards for note taking, may be used in the preparation room.
- No personal electronic devices (smart watches, smart glasses, cell phone, etc.)
- No advisor contact will be allowed between the time of receiving the topic and the delivery
- Only the three (3) notecards may be used in the presentation room. *The Ethics and Professionalism Resources Manual* may not be used during the presentation.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time
- Judges' comments will be returned digitally through the online judging system at the national level

750 Ethics & Professionalism

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 no to the 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
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
Timing & Documentation	The presentation lasted no less than five (5) minutes and no more than seven (7) minutes and the contestant did <i>not</i> use any materials other than those specified.			/10
TOTAL PRESENTATION POINTS				/100

PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

755 Prepared Speech

(formerly 545)

Description & Eligibility

Contestants will research a business, leadership, or professional development topic and deliver a well-organized speech demonstrating effective verbal and nonverbal communication skills. Evaluation will emphasize organization, delivery, audience engagement, ethical source use, and professionalism. Any secondary or postsecondary division contestant may enter this judged event. The event may be repeated, but the topic may not be reused. A contestant may not participate in Prepared Speech, Presentation Individual or Industry Pitch Team in the same year.

Contestant Must Supply

- One (1) copy of the Speech Outline and Works Cited formatted according to the *Style & Reference Manual*, 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 one (1) minute setup, no less than five (5) and no more than seven (7) minutes for the 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. 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
7. Prepare and submit a properly formatted Works Cited page that follows BPA's *Style & Reference Manual*
8. Prepare and submit a clear, well-organized outline that follows the BPA *Style & Reference Manual* format

Contest Specifications for this Event

- Contestant selects a topic related to business, entrepreneurship, or Business Professionals of America
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each contestant's speech, however, must be the result of his/her own efforts
- 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*.)
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline
- 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.



755 Prepared Speech
Presentation Scoring Rubric

Required Elements (If any questions result in a NO being checked, judges 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 no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> below:				
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 content 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	The speech demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The speech demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The speech demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Timing & Documentation	Setup lasted no longer than one (1) minute, speech lasted no less than five (5) minutes and no longer than seven (7) minutes. Speech Outline and Works Cited in the correct format according to the Style & Reference Manual, BPA Release Form(s), and AI Usage and Documentation Form were submitted at presentation check-in (both preliminaries and finals).			/10
TOTAL PRESENTATION POINTS				/100

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

SPEECH WILL BE STOPPED AT SEVEN (7) MINUTES

760 Presentation Individual

(formerly 555)

Description & Eligibility

Contestants will demonstrate professional communication and digital design skills by preparing and delivering a research-based multimedia presentation on a business, leadership, or professional development topic. Any secondary or postsecondary division contestant may enter this judged event. A contestant may not participate in more than one of the following events in the same year: Presentation Individual or Prepared Speech. Previously used presentations may not be used. Entries that do not follow the topic provided, the Copyright and/or Fair Use Guidelines or the Artificial Intelligence Usage & Citation Policy, will be disqualified.

Topic

Entrepreneurship is often portrayed as a fast track to independence and innovation, fueled by social media, online marketplaces, and digital tools. Starting a business has become more common and more visible than ever with the help of social media, online marketplaces, and digital tools to sell products, offer services, and promote ideas. Many young people see entrepreneurship as a way to earn income, be creative, and work independently.

However, owning a business also comes with challenges. Entrepreneurs must take financial risks, understand their market, follow laws and regulations, and handle uncertainty. Many new businesses struggle or fail because of high costs, competition, or poor planning.

Your challenge: Create a professional presentation that explores what entrepreneurship really looks like today. Use research from reliable sources along with real-world examples or personal observations to explain both the benefits and the challenges of starting and running a business. Highlight why people choose to become entrepreneurs, the risks/challenges entrepreneurs face, how technology affects entrepreneurship, and identify skills/traits needed to be a successful entrepreneur.

Finish your presentation by sharing three practical tips for contestants who are interested in starting a business in the future.

Contestant Must Supply

- One (1) copy of the Works Cited formatted in accordance with the *Style & Reference Manual*, signed 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 contestant and must take place 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 less than seven (7) and no more than ten (10) minutes for oral presentation, and 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. Create a clear, engaging multimedia presentation using modern digital tools to enhance key ideas
2. Use charts, graphs, and other visuals correctly and clearly to present information and support key ideas
3. Deliver a professional, well-organized oral presentation using effective verbal and nonverbal communication skills
4. Use credible research, facts, and supporting data to strengthen key ideas within the presentation
5. Analyze the assigned topic and organize a clear message using an effective introduction, body, and conclusion
6. Prepare and submit a properly formatted Works Cited page that follows BPA's *Style & Reference Manual*
7. Respond to judge questions clearly and confidently, using examples or reasoning to support your answers

Contest Specifications for this Event

- The contestant is to make effective use of current multimedia technology in the presentation
- Contestant should use space, color, and text as design factors
- The use of graphics, including charts, should be a part of the presentation
- Format Works Cited according to the *Style & Reference Manual*

Common Specifications for all BPA Judged Events

- 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.



760 Presentation 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 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 disqualification:				
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
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.	/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
Timing & Documentation	Setup lasted no longer than three (3) minutes, presentation lasted no less than seven (7) minutes and no longer than ten (10) minutes. Works Cited is in the correct format according to the <i>Style & Reference Manual</i> , BPA Release Form(s), and AI Usage and Documentation Form were submitted at presentation check-in (both preliminaries and finals).			/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

790 Career Ready Skills Concepts (Pilot) (Open)

(new5 event)

Description & Eligibility

Contestants will evaluate knowledge of career ready skills concepts. Contestants will demonstrate knowledge of career readiness concepts, including workplace communication, document production, job search skills, human resources, and professional ethics. Any secondary or postsecondary division contestant may enter this objective event. Any secondary or postsecondary division contestant may enter this objective event.

Contest Notes

- Method of evaluation: objective
- AI Policy Level 1 *No AI Allowed*
- Reference materials are not allowed. Contestants who violate this rule will be disqualified
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by state

Contest Competencies

1. Demonstrate knowledge of word processing concepts, document formatting, and editing skills
2. Apply knowledge of general office procedures, business document production, and workplace expectations
3. Demonstrate understanding of job search skills, résumé and cover letter preparation, professional portfolios, and interview techniques
4. Apply knowledge of oral communication techniques, speech organization, delivery, and audience engagement
5. Demonstrate understanding of human resource management principles, employment law, ethical leadership, and HR strategy
6. Apply knowledge of ethical frameworks, professional standards, and decision-making models

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:		Email 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 any AI tools on 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.

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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