

WORKPLACE SKILLS ASSESSMENT PROGRAM

Middle Level
2025-2026



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INTRODUCTION

Mission Statement

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

Program Philosophy

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

Students will:

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

Content of the Guidelines

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

Purpose of the Guidelines

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

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

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

Awards and Recognition

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

Non-Discrimination Policy

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

2025-2026 WSAP

What's Changed/What's New

Welcome to the 2025-2026 membership year. Here's what's new for the Middle Level Guidelines and Supplemental Documents:

General WSAP Updates (applicable to multiple competitive events)

- The content has been reorganized, with sections and bullet points restructured for improved clarity and flow.
- Pre-submit time is changed from 5:00 p.m. to 11:59 p.m. eastern time.
- Technical and Presentation Rubrics now include:
 - **Criteria** (skills or qualities to evaluate)
 - **Levels of Performance** (Below Expectation, Meets Expectations, Above Expectations)
 - **Descriptors** (what each level looks like for every criterion)
- The copyright statement on all WSAP Guidelines has been updated to read:
"It is the policy of Business Professionals of America to comply with copyright law." The previous link to the United States Code has been removed.

Virtual Events

- V15 Virtual Interview and Digital Portfolio Design has been moved out of pilot status and adopted as a full event.

GENERAL GUIDELINES

Eligibility

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

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

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

Number of Contests

Middle Level contestants may participate in a total of **two events**, only one of which may be a team event (this number includes pilot events). Additionally, a student may compete in an unlimited number of open or virtual events within the time constraints of the conference program. Participation in virtual events does *not* count towards the total number of events for contestants.

NOTE: These guidelines apply directly to the National Level; State Associations may impose different restrictions regarding the number of contests in which a contestant may compete.

Event Length

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

Team Events/Chapter Events

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

Event Registration Changes

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

Event Rescheduling

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

Use of Materials

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

Reference Materials

Some events allow reference materials. Check the guidelines for each contest for further information. **Reference materials may *not* be used for any Open Event.**

Merit Scholar

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

Proofreader’s Marks

Standardized proofreader’s marks have been listed in the *Style & Reference Manual*.

Style & Reference Manual

A standard style for documents is located in the *Style & Reference Manual*. All events will be authored and scored using the styles given.

Business Ethics

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

Human Relations

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

Communications

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

Use of Previous or Sample Tests

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

Admission to Event Testing Sites

Only registered contestants will be allowed into the event room. Only persons serving as administrators, proctors, or authorized personnel will be admitted into the event room. Contestants may be *disqualified* for communicating with persons other than administrations, proctors, or authorized personnel in the event room or between the preparation and presentation rooms.

Use of Cellular Phones/Smart Devices

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

Recording Equipment

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

Name Badges

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

BPA Release Forms

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

Contestant-Provided Equipment

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

Artificial Intelligence

Utilization of AI, such as ChatGPT, to complete submitted work(s) must adhere to [BPA’s Academic Integrity Policy](#), with transparent attribution for generated content. Proper citation of AI-generated work is essential to uphold intellectual honesty and respect for original authorship.

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

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

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

Prohibited calculators include:

- Texas Instruments models beginning with TI-89 and TI-92, TI-Nspire CAS (Note: The TI-Nspire (non-CAS) is permitted.)
- Hewlett Packard models beginning with HP Prime, HP 48GII, HP 40G, HP 49G, HP 50G
- Casio models including fx-CP400 (ClassPad 400), Algebra fx 2.0, ClassPad 300 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 student's responsibility to ensure that his/her calculator meets ACT requirements. Calculators that do *not* meet ACT standards will *not* be allowed during testing, which could result in a lower score for unprepared students. Students who bring prohibited calculators will *not* be provided an alternative calculator by the testing center staff, and they will *not* be allowed to use *another* student's calculator.



JUDGED EVENT GUIDELINES

Management Information Systems

(940) Digital Game Design Team

Digital Communication & Design

(945) Graphic Design Promotion

(950) Video Production Team

(955) Website Design Team

(960) Visual Design Team

Management, Marketing & Communication

(970) Entrepreneurship Exploration

(975) Extemporaneous Speech

(980) Prepared Speech

(985) Presentation Team

(990) Human Resource Exploration

WSAP Download Center

All forms, manuals, and supporting documents are available in the Download Center at

<https://members.bpa.org/download-center>.

BPA Release Form

Events that utilize images (photographs or video) require a BPA Release Form(s) for each individual represented in the project.

If the event does not require an online submission for national competition, signed BPA Release Form(s) will be required at the time of submission.

Works Cited

All judged events that include any media (images, logos, sounds, and other assets/media elements) used in the development, creation, and publication of the contest materials will require a Works Cited. Contestants who create their own media will be required to cite themselves as the author.

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

Pre-submitted Events

(940) Digital Game Design Team

(945) Graphic Design promotion

(950) Video Production Team

(955) Website Design Team

(960) Visual Design team

(970) Entrepreneurship Exploration

(990) Human Resource Exploration

Judges' Comments

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

Technical Judging Materials

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

Judged Events Requiring Preliminaries and Finals

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

Judged Event Topics

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

2025-2026 JUDGED EVENT TOPICS

(VO1) Virtual Multimedia and Promotion Individual

Unsung Heroes: The Faces Behind the Scene: Highlight an individual in your community who quietly makes a difference — a school janitor, crossing guard, community volunteer, or neighbor, etc. Share their story and the positive impact they have on others.

(VO2) Virtual Multimedia and Promotion Team

Hidden Histories: Create a multimedia video uncovering an untold or forgotten story from your town's or region's history. Interview local historians or residents, and use photos, animations, or reenactments to bring the story to life.

(VO3) Software Engineering Team

Create a time-travel puzzle adventure game titled *ChronoQuest: Fractures in Time*.

Players are part of a secret organization tasked with repairing the timeline after mysterious anomalies begin altering history. They must travel to different eras—Ancient Egypt, Medieval Europe, the Space Age, and more—to solve puzzles, interact with historical figures, and fix the timeline before reality collapses.

(VO4) Web Application Team

Develop a web application titled *SkillSwap: Student Talent Exchange Platform*. Your team has been hired by a student-led organization to build a platform where students can share their skills and learn from each other. Whether it's tutoring in math, teaching guitar, coding, photography, or helping with homework, students can create profiles, offer sessions, and request help in areas they want to grow.

Primary Objectives:

- User registration and login
- Profile creation with skills offered and skills sought
- Session scheduling and request system
- Rating and feedback after each exchange
- Admin panel to monitor activity and manage users

Optional Features:

- Gamified achievements for participation
- Messaging system for coordination
- Group sessions or clubs
- Integration with school calendars
- Privacy settings for younger users

(VO5) Mobile Applications

Develop a mobile application titled *ClubConnect: Student Organization Hub*. You are challenged to create a mobile app that helps students manage and participate in school clubs and organizations. The app should allow users to join clubs, view upcoming meetings and events, track participation, and communicate with club leaders.

Required Features:

- External backend database for secure data storage
- User registration and account recovery
- Ability to:
 - Browse and join clubs
 - View club events and announcements
 - Track attendance or participation
- Admin panel for club leaders to manage contestants and post updates
- View for login/register/account recovery
- View for club listings and details
- Use at least one API (e.g., calendar or messaging)

Possible Features:

- Export club schedules or participation logs to PDF
- Push notifications for upcoming events
- Social media sharing for club promotions
- Digital badges for active participation
- Comment or Q&A section for each club

(VO6) Promotional Photography

Perspective Shift. Alter the viewer's perspective. Take a familiar scene or object and photograph it from an unconventional angle, perspective, or point of view. The goal is to create an image that challenges how we typically see everyday things.

(VO7) Cybersecurity/Digital Forensics (Round Two Competitors Only):

Following the Digital Trail: How Forensic Experts Solve Cybercrimes. Your task is to explore the step-by-step process investigators use to track cybercriminals. Examples may include:

- How IP addresses, device IDs, and metadata become “digital fingerprints”
- Common tools like EnCase, FTK, and Autopsy
- Famous cases solved using digital evidence

(V10) Virtual Branding Team

SolarSip – The Smart, Self-Cooling Water Bottle.

Scenario: Your team has been hired to launch SolarSip, an innovative reusable water bottle that uses solar-powered cooling technology to keep drinks cold all day. Your branding campaign should focus on eco-conscious consumers and outdoor enthusiasts.

Deliverables:

- Product line mockups (different colors/styles)
- 30-second digital video ad for social media
- Social media rollout plan targeting Instagram, TikTok, and Facebook

(V11) 2D Animation Team

Smart Solutions for a Healthier Planet: A GLOBE Community's Journey with IoT. Create a 2D animation that showcases a diverse group of students or citizens from different parts of the world using Internet of Things (IoT) devices and smart technology to observe, collect, and share environmental data through the NASA GLOBE Program. Your animation should tell a compelling story of how these individuals collaborate to solve a local or global environmental challenge—such as monitoring air quality, tracking soil moisture, or responding to climate impacts—through data-driven decision making and community action.

Requirements:

- Feature at least one GLOBE sphere (Atmosphere, Biosphere, Hydrosphere, Pedosphere)
- Demonstrate how smart sensors or IoT-enabled tools (e.g., air quality monitors, remote weather stations, water sensors, smart apps) are used to collect and share data
- Incorporate storytelling elements that highlight teamwork, scientific discovery, and the impact of open data
- Showcase a transformation or improvement in the environment or community as a result of the project

(V12) Social Media Marketing Campaign Team

Local Food Truck Expansion. Flavor on Wheels: The Rise of TacoTwist.

Background: TacoTwist, a local gourmet taco food truck, is expanding to new cities and wants a buzz-worthy social media campaign to build anticipation.

Task: Develop a campaign that includes geo-targeted ads, user-generated content contests, and partnerships with local influencers. Include budget projections and ROI estimates.

(V13) Esports Team

Esports have become a worldwide phenomenon, with markets flourishing across North America, Europe, Asia, Latin America, and Africa. In a research paper of no more than three (3) pages (double-spaced), examine how esports has developed globally and the international business and career opportunities that have emerged as a result.

Research Focus (choose or integrate multiple angles):

1. International Market Trends & Key Regions
 - Compare how esports has scaled in at least two different global regions (e.g. North America vs. East Asia, or Europe vs. Latin America).
 - Include recent data on market size, audience growth, tournament revenue, or regional investments.
2. Global Business Careers & Cross-Sector Roles
 - Identify at least three business-related careers or roles that operate across borders (examples: international event coordination, global sponsorship management, esports consultancy, broadcast localization, player management/agency across regions).
 - Discuss cross-cultural and international aspects of these roles.
3. Skills, Certifications & Cultural Competency
 - Explore what skills, qualifications, language proficiencies, or intercultural competencies are valuable for working in the global esports business environment.
4. International Collaboration & BPA Engagement
 - Suggest ways that BPA contestants—through virtual collaboration, team pitches, or academic exchanges—could engage with global esports projects or international student teams.
 - Mention how BPA experiences (e.g., virtual teamwork, project management, or competitions) build relevant capabilities for international esports business engagement.

(V14) Ethical Leadership & Decision-Making Team

Podcast Adopts Aggressive Digital Marketing Strategy. Gael has just been hired as the new digital marketing director for an online podcast called *The Scholar's Roundtable*, where a panel of hosts breaks down and debates new developments in politics, business, and culture in an educational manner.

While the podcast has been around for over 10 years and enjoyed high viewership initially, *The Scholar's Roundtable* is now barely getting enough views and ad revenue to stay afloat.

To solve this crisis, Gael enacts sweeping changes to the podcast's branding and media strategies. He wants to position the podcast as bold, edgy, and rambunctious—a far cry from the podcast's traditionally dry and straightforward educational approach.

Gael starts posting short clips on TikTok and Instagram Reels that are edited to appear as hot takes and heated debate moments from the show. On X and Facebook, he reposts viral memes and engages with followers on the podcast's official accounts. He even gets approval from the hosts to change the name of the podcast from *The Scholar's Roundtable* to *Politically (In)Correct*.

The revamped digital marketing strategy is a success. *Politically (In)Correct* immediately sees a huge boost in viewership and revenue. Gael wants to push this attention-grabbing branding strategy even further by posting even spicier shorts with AI-generated audio and beefing with competing podcasts on social media. He projects that sticking with this strategy for another two years will triple viewership and bring the podcast the best profits it's ever had.

However, the actual hosts of the podcast are concerned that the show is losing its identity amidst all these changes. They meet with Gael to share their feelings. They worry that the clickbait shorts and social media engagement are not an honest reflection of the podcast, and they don't want to feel pressured to change their show's content.

Gael understands where they come from, but he reminds them that without his digital marketing efforts, the podcast cannot stay profitable. He explains that it might not be pleasant, but an impactful, aggressive digital marketing approach is the best way to go.

Who do you think is right:

- Gael or the podcast hosts?
- Should the podcast continue with a very successful marketing strategy, even if it may not be a very accurate representation of the podcast itself?
- How should large organizations position themselves on social media?
- How can they balance ethics and profits in their digital marketing efforts?
- What is the best path forward?

(940) Digital Game Design Team

Embark on a journey to craft a game where interactive storytelling reigns supreme. Your mission: design a narrative-rich adventure that invites players to shape the tale through their choices. Will they be heroes, rebels, dreamers, or something entirely unexpected?

The world you build can echo real-life legends or spring from pure imagination—but it must remain suitable for a school setting. Along the way, players must face **at least four pivotal decisions** that alter the course of their story and determine their final fate. Choose wisely, creator. The fate of your game’s world lies in your hands.

(945) Graphic Design Promotion

Create a themed design package to promote your district or school’s **Career & Technical Education (CTE) Showcase**. Your task includes the following components:

1. **Theme Development**
 - Choose a creative and relevant theme that reflects the importance of CTE in preparing students for future careers
 - Your theme should be engaging for students, families, and community members
2. **Logo Design**
 - Design a unique logo that represents your theme and the spirit of CTE
 - The logo should be visually appealing, easy to recognize, and suitable for use on flyers, social media, and signage
3. **Flyer Creation**
 - Design a flyer to advertise the CTE Showcase event
 - Include key event details (date, time, location, purpose)
 - Make sure the flyer is visually balanced, easy to read, and aligned with your theme and logo

(950) Video Production Team

Create a fun and imaginative **commercial** to market an everyday object of your choice in a creative or unexpected way. Your goal is to entertain, inform, and persuade your audience to want the product—even if it’s something simple like a pencil, water bottle, or backpack!

Your Commercial Must Include:

1. **Voice-Over Narration**
 - Write and record a voice-over that explains the product and its benefits
 - Use expressive tone and pacing to make it engaging and fun
 - You can narrate as yourself or create a character (e.g., a superhero, inventor, or talking object).
2. **At Least One “Live” Recorded Scene**
 - Film at least one scene with real people or props
 - This could be a demonstration, a skit, a funny situation, or a dramatic moment showing how the product solves a problem
3. **Purchase Details**
 - Include information on how someone can buy the product
 - This could be a fictional website, store location, phone number, or QR code
 - Make sure it fits the tone of your commercial—serious, silly, or futuristic!

(955) Website Design Team

Create a biographical style website about a real-life local community leader (past or present). Focus on their journey as well as their impact on your local community. The website must include a landing page and at least three (3) of the following sub-pages:

- Early life
- Education
- Family
- Career
- Significant Contributions
- Awards / Honors / Achievements
- Community Connections
- Philanthropy

(960) Visual Design Team

Design a branding package for a new mobile application called *MindSpark*, created to encourage middle school students to explore creative thinking and problem-solving through daily brain teasers, drawing prompts, and mini challenges. The app should be colorful, imaginative, and suitable for a school setting. Your branding package should include the following deliverables:

1. **Logo Design** – featuring a lightbulb, spark, or abstract symbol that represents creativity and ideas
2. **App Icon** – a simplified version of the logo or a stylized “MS” using bright, energetic colors
3. **Home Screen Mockup** – displaying the app’s main interface, including a daily challenge and creativity
4. **Social Media Advertisement** – a fun and engaging graphic for platforms like Instagram or school bulletin boards, with a call-to-action like “Ignite Your Imagination with MindSpark!”

Ensure all designs are visually appealing, age-appropriate, and encourage creative exploration in a school-friendly format.

(970) Entrepreneurship Exploration

Read the following scenario and create a plan to revitalize your local school spirit store. Please include a plan to boost sales, increase marketing and visibility, connect with not only the school but the local community, and become a success again.

Background. Your school has a small spirit store. It sells things like t-shirts, hoodies, water bottles, and stickers with the school logo. The store is managed by students with help from a teacher advisor, and the money raised goes toward school activities like dances, field trips, and clubs.

In the past, the store was busy, students and families would buy items at lunch or during school events. However, this year, sales have dropped a *lot*.

The Problem. More families are buying spirit wear online from big retailers or custom apparel websites. These online stores offer lots of options, and people like ordering from home. As a result:

- The spirit store has boxes of unsold merchandise.
- Students aren’t excited about the designs anymore.
- The store is only open one day a week during lunch, and many students don’t even know about it.
- Fundraising goals aren’t being met.

(985) Presentation Team

You and your team are interning for your local city council, and they are looking into building a new entertainment venue in their community. This venue can be catered to a variety of things, but not limited to sports, music, theater, or the arts. They have asked you to develop a presentation on the pros and cons of their ideas. Your presentation must include but is not limited to the following: A description of the events the venue will host (ex. games, matches, concerts, local events, etc.). Will the venue replace an existing one or be built in a new location? How will having the new venue affect the local community and surrounding areas? Would the costs of building the new venue outweigh the projected benefits?

CLOUD STORAGE / FILE SHARING GUIDELINES

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

YouTube®

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

Vimeo®

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

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

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

Google Drive® - please review the settings carefully.

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

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

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

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



BPA RELEASE FORM

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

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

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

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

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

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

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

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

Name _____
Address _____
City _____ State _____ ZIP _____

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


Signature _____
Date _____

Parental Verification

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

Signature _____
Date _____

MIDDLE LEVEL EVENTS-AT-A-GLANCE

 BUSINESS PROFESSIONALS of AMERICA <small>Giving Purpose to Potential</small>	Minutes for setup	Minutes for wrap-up	Minutes for testing and/or presentation	Minutes for Judges Questions	May event be repeated	Are production standards used	May reference materials be used	Number of state entries eligible for national competition	Additional Certification	Release Form Required
VIRTUAL EVENTS (NATIONALS ONLY)										
(Vo1) Virtual Multimedia and Promotion Individual	3	--	10	5	Y	Y	N	U	N	Y
(Vo2) Virtual Multimedia and Promotion Team	3	--	10	5	Y	Y	N	U	N	Y
(Vo3) Software Engineering Team	3	--	10	5	Y	Y	N	U	N	Y
(Vo4) Web Application Team	3	--	10	5	Y	Y	N	U	N	Y
(Vo5) Mobile Applications	3	--	10	5	Y	Y	N	U	N	Y
(Vo6) Promotional Photography	3	--	7	5	Y	Y	N	U	N	Y
(Vo7) Cybersecurity/Digital Forensics	3	--	10	5	Y	Y	N	U	N	N
(Vo8) Start-up Enterprise Team	3	--	10	5	Y	Y	N	U	N	N
(Vo9) Financial Portfolio Investment Team	3	--	10	5	Y	Y	N	U	N	N
(V10) Virtual Branding Team	3	--	10	5	Y	Y	N	U	N	Y
(V11) 2D Animation Team	3	--	10	5	Y	Y	N	U	N	Y
(V12) Social Media Marketing Campaign Team	3	--	10	5	Y	Y	N	U	Y	Y
(V13) Esports Team	3	--	10	5	Y	Y	N	U	N	Y
(V14) Ethical Leadership & Decision-Making Team	3	--	10	5	Y	Y	N	U	N	Y
(v15) Virtual Interview and Digital Portfolio Design	3	--	10	5	Y	Y	N	U	N	Y
FINANCE										
(900) Financial Literacy	--	--	60	--	Y	N	Y	5	N	
BUSINESS ADMINISTRATION										
(915) Administrative Support Team	15	15	60	--	Y	Y	Y	2	N	
(920) Digital Citizenship	--	--	60	--	Y	N	Y	5	Y	
(925) Word Processing	15	15	60	--	Y	Y	Y	5	N	
(930) Spreadsheet Applications	15	15	60	--	Y	N	Y	5	N	
MANAGEMENT INFORMATION SYSTEMS										
(940) Digital Game Design Team	3	--	10	5	Y	N	N	3	N	Y
DIGITAL COMMUNICATION & DESIGN										
(945) Graphic Design Promotion	--	--	5	5	Y	N	N	3	N	Y
(950) Video Production Team	3	--	5	5	Y	N	Y	3	N	Y
(955) Website Design Team	3	--	5	5	Y	N	Y	3	N	Y
(960) Visual Design Team	3	--	5	5	Y	N	Y	3	N	Y
MANAGEMENT, MARKETING AND COMMUNICATION										
(970) Entrepreneurship Exploration	3	--	10	5	Y	N	N	3	N	N
(975) Extemporaneous Speech	10	--	2-4	--	Y	N	N	3	N	N
(980) Prepared Speech	3	--	3-5	--	Y	N	Y	3	N	N
(985) Presentation Team	3	--	5-7	5	Y	N	N	3	N	Y
(990) Human Resource Exploration	3	--	10	5	Y	N	N	3	N	N
OPEN EVENTS										
(995) Business Communication Skills Concepts - Open	--	--	60	--	Y	N	N	U	N	N
(996) Business Fundamentals Concepts - Open	--	--	60	--	Y	N	N	U	N	N
(997) Business Math Concepts - Open	--	--	60	--	Y	N	N	U	N	N
(998) Computer Literacy Concepts - Open	--	--	60	--	Y	N	N	U	N	N

NATIONAL BPA DEADLINES

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

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

Item	Deadline	Websites
Virtual Events Registration	Submitted by 11:59 p.m. Eastern Time, December 1, 2025	https://register.bpa.org
Virtual Events Project Submission	Submitted by 11:59 p.m. Eastern Time, January 15, 2026	https://upload.bpa.org
940 Digital Game Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org
945 Graphic Design Promotion	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org
950 Video Production Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org
955 Website Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org
960 Visual Design Team	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org
970 Entrepreneurship Exploration	Submitted by 11:59 p.m. Eastern Time, April 1, 2026	https://upload.bpa.org

National Leadership Conference 2026

Nashville, TN
May 6-10, 2026

FUTURE NLC SITES

Year	Location	Date
2027	Denver, CO	May 5-9
2028	Orlando, FL	May 10-14
2029	Washington, D.C.	May 9-13

VIRTUAL EVENT PRE-SUBMISSION GUIDELINES

Event	What to Submit at https://upload.bpa.org	Saved File Name(s)
Virtual Event (National Only)		
(V01) Virtual Multimedia and Promotion Individual	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V01-ContestantID.pdf
(V02) Virtual Multimedia and Promotion Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V02-TeamID.pdf
(V03) Software Engineering Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V03-TeamID.pdf
(V04) Web Application Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V04-TeamID.pdf
(V05) Mobile Applications	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V05-ContestantID.pdf
(V06) Promotional Photography	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V06-ContestantID.pdf
(V07) Cybersecurity / Digital Forensics	NO UPLOADS REQUIRED	
(V08) Start-up Enterprise Team	Business Plan, Works Cited, and BPA Release Form(s) in one combined PDF file.	V08-TeamID.pdf
(V09) Financial Portfolio Management Team	NO UPLOADS REQUIRED	
(V10) Virtual Branding Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V10-TeamID.pdf
(V11) 2D Animation Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V11-TeamID.pdf
(V12) Social Media Marketing Campaign Team	Social Media Marketing Campaign, Works Cited, and BPA Release Form(s) in one combined PDF file.	V12-TeamID.pdf
(V13) Esports Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V13-TeamID.pdf
(V14) Ethical Leadership & Decision-Making Team	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V14-TeamID.pdf
(V15) Virtual Interview & Digital Portfolio Design	URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V15-ContestantID.pdf

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

NATIONAL BPA PRE-SUBMISSION GUIDELINES

2026 National Leadership Conference		
Submission Deadline: April 1, 2026, by 11:59 p.m. Eastern Time		
Note: Pay close attention to the saved file naming conventions.		
Note: For all team events, files only need to be uploaded once by the team captain.		
Event	What to Submit at https://upload.bpa.org	Saved File Naming Conventions
940 Digital Game Design Team	Clickable URL to Project Files (may include Artwork, Executable File, Storyboard, etc.), Works Cited and BPA Release Form(s) in one combined PDF file.	DGDT-TeamID.pdf
945 Graphic Design Promotion	Logo, Flyer, Works Cited and BPA Release Form(s) saved as PDFs and bundled together in one PDF file.	GDP-ContestantID.pdf
950 Video Production Team	Clickable URL to Project, Storyboard, Script, Works Cited and BPA Release Form(s) in one combined PDF file.	VPT-TeamID.pdf
955 Website Design Team	Clickable URL to project (including any necessary login credentials), Works Cited and BPA Release Form(s) in one combined PDF file.	WDT-TeamID.pdf
960 Visual Design Team	Logo Design, App Icon, Home Screen Mockup, Social Media Advertisement, Works Cited and BPA Release Form(s) in one combined PDF file.	VDT-TeamID.pdf
970 Entrepreneurship Exploration	Research Paper, Works Cited, and BPA Release Form(s) in one combined PDF file.	ENT-ContestantID.pdf

NLC 2026 COMPUTER SOFTWARE LIST

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

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

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

Check individual event guidelines for information regarding the use of contestants' own computers. Contestants who bring their own computer for events, as permitted, must also bring all supporting devices (including 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.

Contestants must bring their own visual display technology for:

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

Business Professionals of America assumes no responsibility for hardware/software provided by contestants. Contestants who experience failure problems with their equipment will *not* be rescheduled. Contestants bringing their own computers and software should note that contests are authored for the software listed above and may *not* run on alternate software. Portable media (flash drive, etc.), if needed, will be provided for contestants by the National Center.

NLC 2025 REQUIRED INDUSTRY CERTIFICATION ALIGNMENT

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

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

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

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

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

Parental Consent Form

IMPORTANT: Requirement for Certiport Exams

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

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

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



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

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

Parent / Legal Guardian Consent Form

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

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

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

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

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

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

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

Name of Parent/Legal Guardian

Signature of Parent/Legal Guardian

Date



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

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

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



WORKPLACE SKILLS ASSESSMENT STANDARDS

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

Skills common to the six core assessment areas: Finance; Business Administration; Management Information Systems; Digital Communication and Design; and Management, Marketing and Communication are also listed.

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

Essential Skills

- BPAES1 Demonstrate effective written and oral communication skills.
- BPAES2 Demonstrate critical thinking skills to make decisions and to solve problems.
- BPAES3 Demonstrate professionalism and ethical behavior.
- BPAES4 Demonstrate effective leadership and teamwork skills.
- BPAES5 Conduct accurate research using various resources and methods.
- BPAES6 Demonstrate appropriate technology concepts and digital citizenship.
- BPAES7 Demonstrate knowledge of employability skills.
- BPAES8 Develop products using creativity and innovation.
- BPAES9 Demonstrate skills needed to function effectively in today's global economy.
- BPAES10 Perform mathematical calculations.

Finance Workplace Skills

- F1 Use correct terminology related to finance.
- F2 Use analytical and mathematical skills in solving financial problems.

Business Administration Workplace Skills

- BA1 Utilize spreadsheet software to create, edit, and publish industry appropriate documents.
- BA2 Utilize word processing software to create, edit, and publish industry appropriate documents.

Management Information Systems Workplace Skills

- MIS1 Utilize digital tools to gather, evaluate, and use information.
- MIS2 Demonstrate a sound understanding of technology concepts, systems, and operations.
- MIS3 Design and produce quality IT products/service.
- MIS4 Explain how IT increases business productivity and effectiveness.
- MIS5 Demonstrate an understanding of project management concepts in IT.
- MIS6 Utilize the key functions and applications of software.
- MIS7 Demonstrate an understanding of technologies that influence business practices.

Digital Communication and Design Workplace Skills


- DCD1 Utilize presentation software to create, edit, and publish industry appropriate documents.
- DCD2 Utilize desktop publishing software to create, edit, and publish industry appropriate documents.
- DCD3 Demonstrate knowledge of basic web page design and functioning.


Management, Marketing and Communication Workplace Skills

- MMC1 Demonstrate an understanding of management, marketing, and human resources concepts and practices.
- MMC2 Demonstrate an understanding of integrity and ethics in work environments across domestic and international demographics.
- MMC3 Evaluate, prioritize, interpret, and communicate analysis of business data to develop and communicate solutions.
- MMC4 Produce a written marketing plan focusing on price, product, place and promotion.
- MMC5 Demonstrate knowledge and understanding of an entrepreneurial business plan.
- MMC6 Analyze short- and long-term financial impacts to recommend a plan of action.
- MMC7 Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations.
- MMC8 Demonstrate professionalism through appearance and interpersonal skills.

CAREER CLUSTER CROSSWALKS

For more information about the National Career Clusters® Framework, visit www.careertech.org/career-clusters

 BUSINESS PROFESSIONALS of AMERICA Giving Purpose to Potential	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & Service
Virtual								
(Vo1) Virtual Multimedia and Promotion Individual	x					x		
(Vo2) Virtual Multimedia and Promotion Team	x					x		
(Vo3) Software Engineering Team	x					x		
(Vo4) Web Application Team						x		x
(Vo5) Mobile Applications						x		
(Vo6) Promotional Photography	x					x		
(Vo7) Cybersecurity/Digital Forensics		x				x	x	
(Vo8) Start-up Enterprise Team		x	x			x		x
(Vo9) Financial Portfolio Management Team		x	x					
(V10) Virtual Branding Team	x	x				x		x
(V11) 2D Animation Team	x	x				x		x
(V12) Social Media Marketing Campaign Team	x	x				x		x
(V13) Esports Team	x	x				x	x	x
(V14) Ethical Leadership & Decision-Making Team	x	x	x	x	x	x	x	x
(V15) Virtual Interview & Digital Portfolio Design	x	x	x	x	x	x	x	x
Finance								
(900) Financial Literacy			x					
Business Administration								
(915) Administrative Support Team		x						
(920) Digital Citizenship						x	x	
(925) Word Processing		x						
(930) Spreadsheet Applications		x						
Management Information Systems								
(940) Digital Game Design Team	x					x		
Digital Communication & Design								
(945) Graphic Design Promotion	x							
(950) Video Production Team						x		
(955) Website Design Team	x					x		
(960) Visual Design Team	x					x		x

	Arts, A/V Technology & Communications	Business, Management & Administration	Finance	Government & Public Administration	Health Science	Information Technology	Law, Public Safety, Corrections & Security	Marketing, Sales & Service
Management, Marketing and Communication								
(970) Entrepreneurship Exploration		x	x					x
(975) Extemporaneous Speech	x	x	x	x	x	x	x	x
(980) Prepared Speech	x	x	x	x	x	x	x	x
(985) Presentation Team	x	x				x		x
(990) Human Resource Exploration		x				x		x
Middle Level Open Events								
(995) Business Communication Skills Concepts - Open			x					
(996) Business Fundamentals Concepts - Open		x						
(997) Business Math Concepts - Open			x					
(998) Computer Literacy Concepts - Open						x		

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 - V15) 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 that will advance to the presentation round will not exceed twenty (20).

- 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.

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.

Top 10 Score Rankings

The top ten (10) contestants (from each division) advancing to NLC will participate in one additional technical judging to determine the final NLC rankings. This technical judging will take place before 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.

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

(Vo1) Virtual Multimedia and Promotion Individual

Description & Eligibility

Create a 1:00 to 2:30 minute digital promotion based on the provided topic. 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. 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 will be disqualified.**

Topic

Unsung Heroes: The Faces Behind the Scene: Highlight an individual in your community who quietly makes a difference – a school janitor, crossing guard, community volunteer or neighbor, etc. Share their story and the positive impact they have on others.

Competition Notes

- 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 “2026 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, 2025.
 - 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)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	VO1-ContestantID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects (2D and/or 3D)

Contest Specifications for this Event

- The completed final product dimensions should be at least 1920 x 1080.
- Submit the URL to the final Project Files, 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, 2026.
- 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.**
- 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
The final video project adhered to the required time range of 1:00-2:30 minutes, met the minimum resolution of 1920-1080, and conformed to BPA Graphic Standards.				<input type="checkbox"/> Y <input type="checkbox"/> 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 the URL to the Project, 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
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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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

Create a 3:00 to 5:00 minute digital promotion based on the provided topic. 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

Create a compelling multimedia video that uncovers an untold or forgotten story from your town or region's history, using promotional strategies to maximize reach and impact. Choose a story with emotional depth, cultural relevance, or visual potential.

Competition Notes

- 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 "2026 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, 2025**.
 - 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
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	VO2-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize video editing applications
- Develop a storyline using a storyboard and script
- Demonstrate scripting techniques to present a clear overall message
- Apply basic camera techniques, including various camera shots
- Demonstrate knowledge of lighting techniques
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use in placement of titles and visual effects (2D and/or 3D)
- Demonstrate an understanding of developing a final product for a target audience

Contest Specifications for this Event

- The completed final product dimensions should be at least 1920 x 1080.
- Submit the URL to the final Project Files, 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, 2026**.
- 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.**
- 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
The presentation adhered to the required time range of 3:00–5:00 minutes, met the minimum resolution of 1920x1080 and conformed to BPA Graphic Standards.				<input type="checkbox"/> Y <input type="checkbox"/> 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>) 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
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				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines				<input type="checkbox"/> Y <input type="checkbox"/> 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) Software Engineering Team

Description & Eligibility

Create a computer software application that performs tasks and operations as outlined in the provided topic. Project submissions will consist of software source code and assets in addition to a functional, executable version of the application. 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

Create a time-travel puzzle adventure game titled “ChronoQuest: Fractures in Time.” Players are part of a secret organization tasked with repairing the timeline after mysterious anomalies begin altering history. They must travel to different eras—Ancient Egypt, Medieval Europe, the Space Age, and more—to solve puzzles, interact with historical figures, and fix the timeline before reality collapses.

Key features to include:

- Time-travel mechanics with distinct visual and gameplay styles for each era.
- Puzzle-solving that requires logic, pattern recognition, and historical knowledge.
- AI-driven NPCs that react differently based on the timeline’s state.
- Optional co-op mode where players work together across different time periods.
- A branching narrative with multiple endings based on player choices.

Competition Notes

- 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 “2026 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, 2025.
 - 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
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	VO3-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply technical skills in the given programming languages to develop the system of applications required.
- Evaluate and delegate responsibilities needed to perform required tasks as a team.
- Develop a project plan and timeline.
- Apply problem solving techniques.
- Implement system analysis and design concepts.
- Use internal programming documentation.
- Use object-oriented programming concepts and techniques.
- Demonstrate knowledge of how data is organized in software development.
- Apply programming concepts such as sequential file access, databases, and I/O operations.
- Use internal and external function and/or procedure calls.

Contest Specifications for this Event

- Interactive game environment.
- Menu interface for non-gameplay user interaction (e.g., starting game, resuming game, choosing levels, exiting the game).
- On-screen HUD for display of vital gameplay information.
- Minimum average framerate of 30 frames per second (FPS).
- Serialization of game state to a database (see below) for saving and resumption of gameplay sessions.
- Values/stats of all game pieces/cards and related data must be stored on a database. Optional databases include Oracle Express 11g, Microsoft SQL Server, Oracle MySQL, PostgreSQL, SQLite, JavaDB, Google Firebase, Amazon Web Services.
- Languages/frameworks permitted include Java, JavaScript, Python, Ruby, Microsoft C#, Objective-C/Cocoa, C++, Apple Swift, Unity, Unreal Engine.
- Additional languages/frameworks/database may be approved by contacting Kelly Williams, kwilliams@bpa.org.
- The use of game development frameworks (e.g., Unity, Unreal Engine, pygame, cocos2d, etc.) is permitted if, and only if, the framework is freely available for educational or nonprofit use. The use of paid proprietary development frameworks is prohibited. Realm Crafter and other “programming light” tools that provide a ready-made gaming engine and/or graphical assets are also prohibited. 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 source code, game manual, project plan, resources, libraries, 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, 2026.
- 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.**
- 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 members 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.

(Vo3) Software Engineering Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 Project, Works Cited (formatted according to the <i>Style & Reference Manual</i>) and BPA Release Form(s).				/10
Object-Oriented Programming	Below Expectations 0-13 points	Meets Expectations 14-27 points	Above Expectations 27-40 points	Points Awarded
Proper Class Design and Organization	Class structure is disorganized or incomplete. Classes may be missing, overly complex, or lack clear responsibilities. Poor separation of concerns.	Classes are generally well-defined and organized. Responsibilities are mostly clear, with some minor issues in cohesion or structure.	Classes are thoughtfully designed with clear responsibilities, strong cohesion, and logical organization. Demonstrates good architectural planning.	/40
Use of Inheritance	Inheritance is misused or absent. Code may be repetitive or overly complex due to lack of abstraction. Relationships between classes are unclear.	Inheritance is applied appropriately in most cases. Class hierarchies are functional but may lack depth or optimization.	Inheritance is used effectively to promote code reuse and clarity. Class hierarchies are well-structured and demonstrate thoughtful abstraction.	/40
Object-Oriented Programming	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Code Reuse	Code contains frequent duplication. Reusable components are not implemented, leading to inefficient and hard-to-maintain code.	Code shows some effort to reduce duplication. Basic reuse practices are applied, though opportunities for further abstraction may be missed.	Code is well-structured with high reuse. Functions, classes, and modules are effectively abstracted to minimize duplication and improve clarity.	/30
Use of Encapsulation	Encapsulation is poorly implemented or absent. Data and behavior are exposed unnecessarily, leading to fragile and insecure code.	Basic encapsulation is applied. Most data is protected and access is controlled, though some areas may lack consistency or clarity.	Encapsulation is consistently and effectively used. Data is well-protected, access is thoughtfully managed, and the design promotes maintainability.	/30
Design Analysis	Below Expectations 0-17 points	Meets Expectations 18-34 points	Above Expectations 35-50 points	Points Awarded
Data Flow Diagram(s)	Diagram is missing, unclear, or inaccurate. Data movement and system components are poorly represented or disconnected.	Diagram is present and mostly accurate. Major components and data flows are represented, though some relationships may lack clarity or detail.	Diagram is clear, comprehensive, and well-organized. Accurately represents system components and data flow with logical structure and precision.	/50

(VO3) Software Engineering Team

Technical Scoring Rubric (Con't)

Code Documentation	Below Expectations 0-13 points	Meets Expectations 14-27 points	Above Expectations 27-40 points	Points Awarded
Comment Blocks	Comments are missing or unclear. Code is hard to follow.	Most classes, methods, and logic are explained. Comments are generally helpful but may lack consistency or depth.	Comments are clear, consistent, and enhance understanding. All key components and logic are well-documented.	/40
Code Documentation	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
In-Game Tutorial or Walkthrough	Tutorial is missing, unclear, or difficult to follow. Users may struggle to understand gameplay or features.	Tutorial is present and functional. It covers basic gameplay and features, though it may lack polish or depth.	Tutorial is clear, engaging, and comprehensive. It effectively guides users through gameplay and features with ease and clarity.	/30
Crash Reporting	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Generation of Crash Reports	Crash reporting is missing or unreliable. Failures are not logged or communicated to the user.	Crash reports are generated and provide basic information. Functionality is present but may lack detail or consistency.	Crash reports are consistently generated with clear, detailed information. Help users and developers understand and address failures effectively.	/30
Crash Reporting	Below Expectations 0-7 points	Meets Expectations 8-13 points	Above Expectations 14-20 points	Points Awarded
Email Crash Report	No option to email crash reports. Users have no way to share failure details with developers.	Email option is available and functional. Basic crash information can be sent, though the process may lack automation or clarity.	Email option is well-integrated and user-friendly. Crash reports are detailed and sent efficiently, supporting quick issue resolution.	/20
Data Driven Design	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Data Driven Design Runtime Settings	Runtime settings are hardcoded or manually configured. No database integration is evident.	Basic use of a database to manage runtime settings. Functionality is present but may be limited or inconsistently applied.	Runtime settings are fully managed through a database. Implementation is flexible, scalable, and supports dynamic configuration.	/30
Session Data Storage	Session data is not saved or is stored unreliably. Users cannot resume progress or access previous records.	Session data is saved and retrievable. Basic functionality is present, though it may lack robustness or flexibility.	Session data is consistently and securely stored. Users can reliably resume progress, and data is well-integrated into the application workflow.	/30

(VO3) Software Engineering Team

Technical Scoring Rubric (Con't)

Data-driven Game Content	Runtime settings are hardcoded or manually configured. No database integration is used for dynamic control.	Runtime settings are stored in a database and can be modified. Functionality is present but may be limited or inconsistently applied.	Runtime settings are fully integrated with a database. Changes are dynamic, flexible, and enhance user or system control during execution.	/30
Error Handling	Below Expectations 0-7 points	Meets Expectations 8-13 points	Above Expectations 14-20 points	Points Awarded
Proper Use of Error Handling	Error handling is missing or ineffective, resulting in crashes or unpredictable behavior.	Basic error handling covers common issues, though some edge cases may be missed.	Error handling is reliable and consistently improves stability and user experience.	/20
Proper Use of Exception Handling	Exceptions are not handled or are handled incorrectly. Code may crash or behave unpredictably when errors occur.	Exceptions are handled in most cases. Basic try/catch structures are used, though some scenarios may be overlooked or handled ineffectively.	Exception handling is robust and well-structured. Errors are caught gracefully, with meaningful responses that maintain application stability.	/20
Error Handling	Below Expectations 0-8 points	Meets Expectations 9-16 points	Above Expectations 16-25 points	Points Awarded
User Alerts on Error Conditions	Alerts are missing or unclear. Users are not informed about errors or how to respond, leading to confusion or frustration.	Alerts are present and generally informative. Users are notified of errors, though messages may lack clarity or consistency.	Alerts are clear, well-structured, and distinguish between recoverable and non-recoverable errors. They guide users effectively through issues.	/25
Logging	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Logging System Events	Logging is missing or inconsistent. Events are not recorded or are difficult to trace.	System events are logged to a text file. Logs are generally useful but may lack structure or completeness.	Logging is thorough and well-organized. Events are clearly recorded, aiding effective debugging and system analysis.	/30
Log System Errors to Dedicated Text File	Errors are not logged or logs are incomplete. Troubleshooting is difficult due to lack of recorded information.	Errors are logged to a text file. Logs contain useful information but may lack consistency, structure, or depth.	Error logging is detailed, consistent, and well-structured. Logs provide clear insights that support effective debugging and issue resolution.	/30
Team submission includes a manual containing directions for compiling/building and explains the features of the submission.				/100
Team included the installer for the project application.				/25
TOTAL TECHNICAL POINTS				/660

(Vo3) Software Engineering Team

Gameplay Scoring Rubric

Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Interface Design	Interface is cluttered, confusing, or inconsistent. Navigation and usability are poor.	Interface is functional and mostly intuitive. Basic design principles are applied, though some areas may lack polish or consistency.	Interface is clean, user-friendly, and visually appealing. Design enhances usability and provides a smooth user experience.	/30
Inclusion of Audio	Audio is missing, poorly implemented, or detracts from the experience.	Audio is present and functional. It supports gameplay but may lack variety, quality, or integration.	Audio is well-integrated, enhances immersion, and complements gameplay. Includes thoughtful use of sound effects and/or music.	/30
Logical Controls	Controls are confusing, unresponsive, or poorly mapped. Gameplay is hindered by lack of intuitive interaction.	Controls are functional and mostly intuitive. Some minor issues may affect user experience or responsiveness.	Controls are smooth, responsive, and well-designed. They enhance gameplay by providing a seamless and intuitive user experience.	/30
Amount of Content	Game content is minimal or repetitive. Lacks variety or depth to keep users engaged.	Game includes a reasonable amount of content. Offers enough variety to support basic gameplay and user interest.	Game is rich in content with diverse features, levels, or challenges. Provides depth and replayability that enhances user engagement.	/30
Lasting Appeal	Game lacks replay value or long-term engagement. Players are unlikely to return after initial use.	Game offers moderate replayability. Content and design encourage some continued interest, though it may fade over time.	Game is highly engaging and replayable. Content, design, and challenge levels encourage repeated play and long-term enjoyment.	/30
TOTAL GAMEPLAY POINTS				/150

(Vo3) Software Engineering Team

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 0-5 points	Meets Expectations 6-10	Above Expectations 11-15	Points Awarded
Full 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 decisions.	/15
Manage Game Data Flow	Data flow is vague or incorrect; lacks technical clarity.	Data flow is described with general accuracy and relevance.	Data flow is clearly explained with technical relevance to gameplay.	/15
Game Design & Mechanics	Game design and mechanics are poorly explained or disconnected.	Game design and mechanics are described with basic clarity and relevance.	Game design and mechanics are clearly explained and well-integrated.	/15
Media Design & Integration	Media elements are mentioned but not explained or justified.	Media elements are described with some connection to gameplay and design.	Media elements are clearly explained and well-integrated into the game's design and experience.	/15
Applied SE Principles	Principles are not mentioned or misapplied.	Basic principles are referenced and generally applied.	Principles are clearly shown and effectively applied in the project.	/15
Game Innovation	Innovation is unclear or unsupported.	Innovation is described with some examples or features.	Innovation is clearly demonstrated with unique features or approaches.	/15
Clear Interview Responses	Responses are vague, incomplete, or off topic.	Responses are mostly clear and relevant.	Responses are confident and show strong understanding.	/15
Team Contribution to Development	Team roles are unclear or unevenly represented.	Each team member's role is described with basic clarity.	Responses are confident and show strong understanding.	/15
Presentation Quality & Style	Presentation lacks organization, clarity, or engagement.	Presentation is organized and communicates key points effectively.	Presentation is polished, engaging, and professionally delivered.	/15
Team Members	Set up lasted no longer than three (3) minutes and the presentation lasted no more than ten (10) minutes.			/5
Timing	At least two original members of the team in attendance at the time of the presentation.			/10
TOTAL PRESENTATION POINTS				/150
Scoring Category				Points Awarded
Technical Scoring Points				/660
Gameplay Points				/150
Presentation Points				/150
TOTAL				/960

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(Vo4) Web Application Team

Description & Eligibility

Create a database-driven website with server-side functionality based on the topic provided. 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

Develop a web application titled *SkillSwap: Student Talent Exchange Platform*. Your team has been hired by a student-led organization to build a platform where students can share their skills and learn from each other. Whether it's tutoring in math, teaching guitar, coding, photography, or helping with homework, students can create profiles, offer sessions, and request help in areas they want to grow.

Primary Objectives:

- User registration and login
- Profile creation with skills offered and skills sought
- Session scheduling and request system
- Rating and feedback after each exchange
- Admin panel to monitor activity and manage users

Optional Features:

- Gamified achievements for participation
- Messaging system for coordination
- Group sessions or clubs
- Integration with school calendars
- Privacy settings for younger users

Competition Notes

- 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 "2026 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, 2025.
 - 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)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	VO4-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate database development in a structured or unstructured environment
 - Contestants can use a cloud-based environment such as Mongo DB or Firebase
 - Contestants can use an SQL database
 - No flat files (text files) can be used to store data
- Demonstrate knowledge of server-side scripting and Internet concepts
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Utilize external Application Programming Interface (API)
- Apply database development skills to create the back end of the web application

- Apply web design skills and standards to complete the front-end of the website
- Implement problem-solving techniques
- Describe the process, methodology, and lifecycle of your web application
- Create an audit trail of how you built your application

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, 2026. 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 all project documents 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, 2026.
- 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 Project, Works Cited (formatted according to the <i>Style & Reference Manual</i>) and BPA Release Form(s).				/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) Web Application Team
Technical Scoring Rubric (Con't)

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) Web Application Team
Technical Scoring Rubric (Con't)

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) Web Application Team
Technical Scoring Rubric (Con't)

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				/490

(Vo4) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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) Mobile Applications

Description & Eligibility

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. 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 will be disqualified.**

Topic

Develop a mobile application titled *ClubConnect: Student Organization Hub*. You are challenged to create a mobile app that helps students manage and participate in school clubs and organizations. The app should allow users to join clubs, view upcoming meetings and events, track participation, and communicate with club leaders.

Required Features:

- External backend database for secure data storage
- User registration and account recovery
- Ability to:
 - Browse and join clubs
 - View club events and announcements
 - Track attendance or participation
- Admin panel for club leaders to manage members and post updates
- View for login/register/account recovery
- View for club listings and details
- Use at least one API (e.g., calendar or messaging)

Possible Features:

- Export club schedules or participation logs to PDF
- Push notifications for upcoming events
- Social media sharing for club promotions
- Digital badges for active participation
- Comment or Q&A section for each club
- Integration with school calendar or email system

Competition Notes

- 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 “2026 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, 2025.
 - 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)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	VO5-ContestantID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Implement system analysis and design concepts
- Develop a project plan and timeline
- Demonstrate knowledge of how to resolve program implementation and deployment issues
- Apply Google Android® or Apple iOS® language specific programming tools/techniques to create a mobile application
- Demonstrate and employ computer language concepts to include object oriented, structured and procedural techniques
- Utilize variables, assignment statements, mathematical operators and mathematical concepts to include arithmetic, algebraic and trigonometric functionality in the solution as needed
- Demonstrate the use of design and color principles to create a graphical user interface (GUI) for a mobile device
- Employ database skill sets to manage data
- Apply programming concepts such as sequential file access and I/O operations
- Use internal and external function and/or procedure calls
- Use internal programming documentation
- Create user input controls to accept input from users
- Utilize external application programming interface (API)
- Employ decision making controls as needed
- Include icons, images, and other graphic objects as needed
- Utilize list, arrays, and iteration structures to solve programming problems as needed

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®. The application may *not* be deployed as a web application delivered over HTTP.
- The application must be installed on the contestant's mobile device. The contestant must demonstrate the application from the contestant's mobile device.
- Submit the URL to the final Project Files 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, 2026**. **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. 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. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.

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) Mobile Applications

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 URL to the Project, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/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) Mobile Applications
Technical Scoring Rubric (Con't)

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) Mobile Applications
Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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) Promotional Photography

Description & Eligibility

Students will demonstrate their creativity and skills in photography and image editing. 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. 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 will be disqualified.**

Topic

"Perspective Shift" - Alter the viewer's perspective. Take a familiar scene or object and photograph it from an unconventional angle, perspective, or point of view. The goal is to create an image that challenges how we typically see everyday things.

Competition Notes

- 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 "2026 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, 2025.
 - 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)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	Vo6-ContestantID.pdf	January 15, 2025, 11:59 p.m. Eastern Time

Contest Competencies

- Apply basic camera techniques
- Demonstrate technical proficiency in the areas of proper focus
- Demonstrate knowledge of lighting techniques, exposure and shutter speed
- Demonstrate the ability to use creative compositional techniques
- Demonstrate knowledge of digital editing
- Apply knowledge of software, equipment, and skills related to photography
- Demonstrate knowledge of copyright laws
- Demonstrate an understanding of developing a final product for a target audience

Contest Specifications for this Event

- Photographs must be in digital format. The photograph must be taken with a digital camera; no scans of negatives, transparencies, or photographic prints are acceptable. 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. Photos with any type of text on the photo will not be accepted. Watermarks are not acceptable.

- Submit the URL to the final Project Files including one (1) original photo and one (1) corrected photo in JPEG or JPG format as individual files, a document listing the camera equipment (i.e. Camera body, lens), software and editing tools used, along with 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, 2026.
- 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.**
- 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) Promotional Photography

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
The photos were taken with a DSLR camera (mobile photography is not permitted).				<input type="checkbox"/> Y <input type="checkbox"/> 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 one (1) original photo, one (1) corrected photo in JPEG or JPG format, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 1-13 points	Meets Expectations 14-27 points	Above Expectations 28-40 points	Points Awarded
Submission Requirement	The photo does not meet format, size, or dimension requirements, or the image is unclear, poorly composed, or of low quality.	The photo meets all technical requirements and is clear, well-framed, and appropriate for its intended use.	The photo exceeds technical standards with exceptional clarity, composition, and visual appeal, showing creativity or professional-level quality.	/40
Evaluation Criteria	Below Expectations 1-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Creativity & Originality	The photo lacks creativity and originality. It uses basic composition resulting in a dull and unremarkable image.	The photo shows creative effort, with interesting choices in perspective that adds visual appeal.	The photo is highly creative, using unique angles or framing to create a visually striking and original image.	/20
Image Quality	The photo lacks sharpness or clarity, appears blurry or pixelated, and shows poor use of depth of field, making the subject unclear or distracting.	The photo is in focus, clear, and uses depth of field appropriately to highlight the subject. The image is technically sound and visually balanced.	The photo is 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	The photo shows 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.	The photo demonstrates 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.	The photo features 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 (Con't)

Composition	The photo lacks 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.	The photo demonstrates 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.	The photo showcases 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
Image Manipulation Techniques	The 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 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 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) Promotional Photography

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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

(V07) Cybersecurity/Digital Forensics

Description & Eligibility

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 will be disqualified.**

Topic (Top 20 contestants)

Following the Digital Trail: How Forensic Experts Solve Cybercrimes. Your task is to explore the step-by-step process investigators use to track cybercriminals. Examples may include:

- How IP addresses, device IDs, and metadata become “digital fingerprints.”
- Common tools like EnCase, FTK, and Autopsy.
- Famous cases solved using digital evidence.

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 “2026 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, 2025.
 - Contestants participating in the competition must be registered for the event prior to the submission deadline to be eligible.

Contest Competencies

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

Contest Specifications for this Event

- Contestants will complete a 50-question objective test at a proctored testing site determined by National BPA. No reference materials are allowed. No more than sixty (60) minutes for objective test.
- The top 20 contestants from the objective test will be invited to create a computer-generated multimedia 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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

(V07) Cybersecurity/Digital Forensics

Presentation Scoring Rubric (Con't)

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) Start-Up Enterprise Team

Description & Eligibility

Develop an operating plan and organizational structure to initiate a small business. 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.**

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 “2026 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, 2025.
 - 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)	Deadline
Business Plan, Works Cited, and BPA Release Form(s) in one combined PDF file.	Vo8-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills
- Identify and utilize internal and external resources
- Develop a written business plan for a start-up business
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Analyze the necessary financial data required to establish their business

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 *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) in a combined PDF file to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time, on January 15, 2026.
- 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.**
- 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.

This event is sponsored by:



(Vo8) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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.				<input type="checkbox"/> Y <input type="checkbox"/> 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 one (1) Business Plan, Works Cited (formatted according to the <i>Style & Reference Manual</i>) and BPA Release Form(s).				/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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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) Financial Portfolio Management Team

Description & Eligibility

Teams (2-4 contestants) 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. 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. **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.**

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 “2026 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, 2025.
 - Teams participating in the competition must be registered for the event prior to the submission deadline to be eligible.

Contest Competencies

- Calculate investment amounts given current prices and investment restrictions
- Research and analyze various investment options
- Manage an online fund
- Determine timing of buying and selling investments using various market and economic factors
- Calculate return on investments
- Analyze cash and investments to maximize return
- Prepare a presentation using presentation software
- Prepare reports using Excel
- Present investment strategies

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 December 8, 2025.
- Teams manage their portfolios throughout the contest with the following requirements:
 - Teams can buy any investment allowed through the NYSE and NASDAQ markets, including stocks, mutual funds, ETFs, and bonds.
 - Teams will be limited on any one investment to 20% of their portfolio, thus mandating a diversification strategy.
 - Teams will be allowed to buy on margin up to 100% of their initial cash balance, at an interest rate to be determined by current market factors at the inception of the contest.
 - Teams will receive interest on any cash balance maintained, at a rate to be determined by current market factors at the inception of the contest.
 - Teams will buy and sell as they wish, with each transaction subject to a pre-determined fee subtracted from their cash balance (online platform will determine the fee).
 - Teams must make a minimum of five transactions to be eligible for placement.

- Suggested strategies include, but not limited to:
 - Analysis of day-to-day stock trends and historic performance
 - Research on companies past news releases
 - Research on companies' development of products, patents, potential buyouts, etc.
 - Research on historic and future quarterly earnings reports
 - Research on market initial public offerings (IPOs)
 - Analysis of financial statements, including financial ratios
 - Industry research and analysis
- 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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

(V1O) Virtual Branding Team

Description & Eligibility

Develop engaging multimedia experiences based on the provided topic. Teams may use Adobe Illustrator®, Adobe Dimension®, Adobe Photoshop®, Adobe Premiere (Rush)® or other software that meets the contest specifications. 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.**

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 “2026 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, 2025.
 - 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.

Topic

SolarSip – The Smart, Self-Cooling Water Bottle.

Scenario: Your team has been hired to launch **SolarSip**, an innovative reusable water bottle that uses solar-powered cooling technology to keep drinks cold all day. Your branding campaign should focus on eco-conscious consumers and outdoor enthusiasts.

Deliverables:

- Product line mockups (different colors/styles)
- 30-second digital video ad for social media
- Social media rollout plan targeting Instagram, TikTok, and Facebook

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V1O-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge of transitions and audio/video editing techniques
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a virtual branding environment
- Develop promotional cross-medium strategy
- Demonstrate awareness of requirements of target audience
- Demonstrate awareness of accessibility concerns
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate interconnected cross-medium design plan

- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Use principles of design, layout, and typography in media and user experience design
- Demonstrate effective persuasive and informative communication and presentation skills

Contest Specifications for this Event

- Submit the URL to the final Project Files including Clickable **URL** to Project Files, along with 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, 2026**.
- 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.**
- 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.

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 sponsored 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 Project Files, one (1) Design Overview, 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 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 an 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 Advertisement Video	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 (Con't)

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
Social Media 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
Promotional Flyer	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Design & Layout	The flyer is cluttered or poorly organized, making it hard to follow or visually unappealing.	The flyer is well-organized and visually balanced, supporting readability and appeal.	The flyer is exceptionally well-designed, with a polished layout that enhances impact.	/20
Clarity & Quality of Information	Information is unclear, incomplete, or not relevant to the flyer's purpose.	Information is clear, accurate, and appropriately detailed for the flyer's purpose.	Information is highly clear, compelling, and expertly tailored to the flyer's goals.	/20
Team Decision-Making (One-Page Overview)	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Branding Clarity (Colors & Fonts)	Branding choices are inconsistent or unclear, making the visual identity feel disjointed.	Branding choices are clear and consistent, supporting a cohesive visual identity.	Branding choices are highly intentional, visually cohesive, and reinforce brand identity.	/20
Decision-Making Clarity	The process is vague or poorly explained, making it hard to understand how decisions were made.	The process is clearly outlined and shows logical steps in team decision-making.	The process is exceptionally clear, well-structured, and demonstrates thoughtful collaboration.	/20
Event Webpage Prototype	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 points	Points Awarded
Visual Layout	Layout is cluttered or disorganized, making the page hard to navigate or understand.	Layout is clean and organized, supporting readability and user experience.	Layout is highly polished, intuitive, and enhances the overall user experience.	/20

(V10) Virtual Branding Team
Technical Scoring Rubric (Con't)

Branding Consistency	Branding elements are inconsistent or poorly applied across the webpage.	Branding is consistently applied, maintaining a cohesive visual identity.	Branding is seamlessly integrated and reinforces a strong, unified identity.	/20
Content Structure	Information is scattered or lacks logical flow, making it hard to follow.	Content is well-structured and logically organized for clarity and ease of use.	Content is expertly structured, guiding the user smoothly through the information.	/20
Navigation Design	Navigation is confusing or incomplete, making it difficult to move through the site.	Navigation is clear and functional, allowing users to easily access key sections.	Navigation is intuitive, user-friendly, and enhances the overall site experience.	/20
Visual Appeal	Design lacks aesthetic quality or feels outdated and unengaging.	Design is visually appealing and supports the content effectively.	Design is striking, modern, and enhances engagement through strong visual elements.	/20
TOTAL TECHNICAL POINTS				/40

(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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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) 2D Animation Team

Description & Eligibility

Create a 2D computer animation, at least (1:30) and not to exceed (2:30) minutes, based upon the provided topic. 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. **Contestants 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

Smart Solutions for a Healthier Planet: A GLOBE Community's Journey with IoT. Create a 2D animation that showcases a diverse group of students or citizens from different parts of the world using Internet of Things (IoT) devices and smart technology to observe, collect, and share environmental data through the NASA GLOBE Program. Your animation should tell a compelling story of how these individuals collaborate to solve a local or global environmental challenge—such as monitoring air quality, tracking soil moisture, or responding to climate impacts—through data-driven decision making and community action.

Requirements:

- Feature at least one GLOBE sphere (Atmosphere, Biosphere, Hydrosphere, Pedosphere).
- Demonstrate how smart sensors or IoT-enabled tools (e.g., air quality monitors, remote weather stations, water sensors, smart apps) are used to collect and share data.
- Incorporate storytelling elements that highlight teamwork, scientific discovery, and the impact of open data.
- Showcase a transformation or improvement in the environment or community as a result of the project.

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 “2026 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, 2025.
 - 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
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V11-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate utilization of various editing software applications
- Demonstrate development of animation within a storyboard
- Demonstrate object color and creating artistic effects
- Demonstrate textures and special effects
- Demonstrate knowledge of transitions, audio, and lighting effects
- Demonstrate proper use in placement of titles and visual effects
- Demonstrate an understanding of development for a 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 the final Project Files including Clickable **URL** to Project Files, along with 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, 2026**. **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.

This event is sponsored by:



(V11) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team used 2D Animation Software.				<input type="checkbox"/> Y <input type="checkbox"/> 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 link to final Project Files, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/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) 2D Animation Team
Technical Scoring Rubric (Con't)

Composition	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 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 15-20 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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

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. 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. **Contestants 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

Local Food Truck Expansion. *“Flavor on Wheels: The Rise of TacoTwist”*

Background: TacoTwist, a local gourmet taco food truck, is expanding to new cities and wants a buzz-worthy social media campaign to build anticipation.

Task: Develop a campaign that includes geo-targeted ads, user-generated content contests, and partnerships with local influencers. Include budget projections and ROI estimates.

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 “2026 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, 2025.
 - 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.
- At NLC, qualifying teams will take the Meta Certified Digital Marketing Associate certification through Certiport and receive 50 points toward their final score with a passing certification. Additional information will be provided after registration.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Social Media Marketing Campaign, Works Cited and BPA Release Form(s) in one combined PDF file.	V12-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Develop a written social media marketing campaign
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of consumer buyer persona
- Demonstrate successful content creation and execution
- Demonstrate successful content strategies for implementation
- Identify the relationship between content and consumer persona
- Identify customer base including consumer and organizational markets
- Utilize fixed financial resources in a marketing environment
- Understand how digital marketing affects consumer demographics
- Apply a reflective growth mindset to business goals
- Demonstrate teamwork skills needed to function in a world-class workforce
- Demonstrate effective persuasive and informative communication and presentation skills

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 URL to the final Project Files including the social media marketing campaign, 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, 2026. **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.

This event is sponsored by:



A PEARSON VUE BUSINESS

(V12) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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) Esports Team

Description and Eligibility

This contest will test a team's ability to research and create strategies to effectively compete in a virtual esports competition. Teams will submit a research paper on the provided esports topic, compete in an esports tournament, and create a presentation highlighting strategies used and the 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, depending on the division. 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

Esports has become a worldwide phenomenon, with markets flourishing across North America, Europe, Asia, Latin America, and Africa. In a research paper of no more than three pages (double-spaced), examine how esports has developed globally and the international business and career opportunities that have emerged as a result.

Research Focus (choose or integrate multiple angles):

1. **International Market Trends & Key Regions**
 - Compare how esports has scaled in at least two different global regions (e.g. North America vs. East Asia, or Europe vs. Latin America).
 - Include recent data on market size, audience growth, tournament revenue, or regional investments.
2. **Global Business Careers & Cross-Sector Roles**
 - Identify at least three business-related careers or roles that operate across borders (examples: international event coordination, global sponsorship management, esports consultancy, broadcast localization, player management/agency across regions).
 - Discuss cross-cultural and international aspects of these roles.
3. **Skills, Certifications & Cultural Competency**
 - Explore what skills, qualifications, language proficiencies, or intercultural competencies are valuable for working in the global esports business environment.
4. **International Collaboration & BPA Engagement**
 - Suggest ways that BPA members—through virtual collaboration, team pitches, or academic exchanges—could engage with global esports projects or international student teams.
 - Mention how BPA experiences (e.g. virtual teamwork, project management, or competitions) build relevant capabilities for international esports business engagement.

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 “2026 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, 2025.
 - 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 Rocket League 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)	Deadline
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file.	V13-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Analyze and troubleshoot strategies for esports related scenarios
- Analyze game characteristics and game play data to create a strategic plan
- Compare and contrast the similarities of how esports technology and social media have affected today's culture
- Create a visualization to demonstrate strategy and problem-solving techniques
- Create goals (short and long-term) for individuals and teams during esports competition
- Create strategies for efficient game play during esports tournament
- Define and describe how a player's personality affects team strategy
- Demonstrate effective technical reading and writing skills
- Demonstrate effective verbal and non-verbal communication skills
- Demonstrate healthy gaming concepts and strategies in both local and virtual environments
- Identify patterns and various play styles of pro players and recognize how application of these skills and patterns improves game play
- Implement effective time-management skills in relation to esports, academics, and personal life
- Research game mechanics and other parts (visuals, sound, genre) of the game development process
- Research the various roles and skills necessary to support the esports ecosystem and industry
- Summarize the basic concepts of intellectual property laws in esports, including copyright, trademarks, DMCA, patents, and the consequences of violating copyright laws
- Summarize the legal and ethical responsibilities in relation to esports, gaming, and emerging technology fields

Contest Specifications for this Event

- The research paper must *not* exceed three (3) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited). The report must follow the Report format in the *Style & Reference Manual*.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- 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, 2026. **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 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.

This event is sponsored by:



(V13) Esports Team
Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
Research Paper did not exceed three (3) pages single-sided (excluding the Title page, Table of Contents and Works Cited).				<input type="checkbox"/> Y <input type="checkbox"/> 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 15-20 points	Points Awarded
Introduction/Summary	Lacks clarity or fails to present key points.	Provides a clear and logical overview with supporting evidence.	Delivers 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) Esports Team
Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.			<input type="checkbox"/> Y <input type="checkbox"/> N	
Team followed Copyright and/or Fair Use Guidelines.			<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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) Ethical Leadership and Decision-Making Team

Description & Eligibility

This contest will test a team's ability to research and make decisions on an ethical challenge. Teams will submit a research paper on the provided case study, complete an objective test, and create 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 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

Podcast Adopts Aggressive Digital Marketing Strategy

Gael has just been hired as the new digital marketing director for an online podcast called *The Scholar's Roundtable*, where a panel of hosts breaks down and debates new developments in politics, business, and culture in an educational manner.

While the podcast has been around for over 10 years and enjoyed high viewership initially, *The Scholar's Roundtable* is now barely getting enough views and ad revenue to stay afloat.

To solve this crisis, Gael enacts sweeping changes to the podcast's branding and media strategies. He wants to position the podcast as bold, edgy, and rambunctious—a far cry from the podcast's traditionally dry and straightforward educational approach.

Gael starts posting short clips on TikTok and Instagram Reels that are edited to appear as hot takes and heated debate moments from the show. On X and Facebook, he reposts viral memes and engages with followers on the podcast's official accounts. He even gets approval from the hosts to change the name of the podcast from *The Scholar's Roundtable* to *Politically (In)Correct*.

The revamped digital marketing strategy is a success. *Politically (In)Correct* immediately sees a huge boost in viewership and revenue. Gael wants to push this attention-grabbing branding strategy even further by posting even spicier shorts with AI-generated audio and beefing with competing podcasts on social media. He projects that sticking with this strategy for another two years will triple viewership and bring the podcast the best profits it's ever had.

However, the actual hosts of the podcast are concerned that the show is losing its identity amidst all these changes. They meet with Gael to share their feelings. They worry that the clickbait shorts and social media engagement are not an honest reflection of the podcast, and they don't want to feel pressured to change their show's content.

Gael understands where they come from, but he reminds them that without his digital marketing efforts, the podcast cannot stay profitable. He explains that it might not be pleasant, but an impactful, aggressive digital marketing approach is the best way to go.

Who do you think is right:

- Gael or the podcast hosts?
- Should the podcast continue with a very successful marketing strategy, even if it may not be a very accurate representation of the podcast itself?
- How should large organizations position themselves on social media?
- How can they balance ethics and profits in their digital marketing efforts?
- What is the best path forward?

Competition Notes

- 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 "2026 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, 2025.
- 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
Clickable URL to Project Files, Works Cited and BPA Release Form(s) in one combined PDF file	V14-TeamID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Integrity: Demonstrating consistent adherence to ethical principles and values and acting with honesty and fairness in all decisions and actions.
- Accountability: Taking responsibility for one's decisions and actions and being willing to accept the consequences of those choices.
- Transparency: Communicating openly and honestly, providing clear information and explanations for decisions, and ensuring stakeholders understand the rationale behind them.
- Empathy: Understanding and considering the perspectives, feelings, and needs of others when making decisions, and treating people with compassion and respect.
- Objectivity: Making decisions based on facts, evidence, and rational analysis rather than personal biases or self-interest, and avoiding favoritism or unfair treatment.
- Courage: Having the bravery to make difficult decisions that align with ethical principles, even in the face of opposition or potential negative consequences.
- Vision: Developing and articulating a clear ethical vision for the organization or team and aligning decisions and actions with that vision.
- Collaboration: Promoting an inclusive and participatory decision-making process, involving stakeholders and seeking diverse perspectives to ensure fair and informed choices.
- Adaptability: Being open to new information, feedback, and alternative viewpoints, and willing to adjust decisions when necessary to uphold ethical standards.
- Continuous learning: Actively seeking knowledge and understanding of ethical issues, staying informed about emerging trends and best practices, and constantly improving ethical decision-making skills.

Contest Specifications for this Event

- Teams should access MBA Research's free [Ethical Leadership LAP Package](#) for 50+ lesson modules 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 the Title Page, Table of Contents, and Works Cited). The report must follow the Report format in the *Style & Reference Manual*.
- Any report submitted beyond the maximum number of pages will be *disqualified*.
- 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, 2026. **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 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
Research Paper did not exceed three (3) pages single-sided (excluding the Title page, Table of Contents and Works Cited).				<input type="checkbox"/> Y <input type="checkbox"/> 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 15-20 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) 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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	Set-up 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

Assess advanced proficiency in job search, portfolio development and interview situations in a virtual environment. 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. 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 will be disqualified.**

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 “2026 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, 2025.
 - 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)	Deadline
Clickable URL to Digital Portfolio, Resume, Cover Letter, Works Cited and BPA Release Form(s) in one combined PDF file.	V15-ContestantID.pdf	January 15, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply technical writing skills to produce cover letter, resume, and digital portfolio
- Demonstrate knowledge of employability skills
- Apply research to determine qualifications for jobs
- Demonstrate a professional image
- Demonstrate knowledge of job advancement
- Demonstrate effective communication and interpersonal skills
- Discuss understanding of workplace ethics and work environment

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 final Project Files including 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, 2026**. **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.

This event is sponsored by:



(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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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 a one (1) PDF. 1. Cover Letter 2. Resume 3. Works Cited 4. BPA Release Form(s) 5. Digital Portfolio				/10
Cover Letter	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 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 15-20 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 Con't

Digital Portfolio	Below Expectations 0-9 points	Meets Expectations 10-15 points	Above Expectations 15-20 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.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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.

MIDDLE LEVEL EVENTS

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

(900) Financial Literacy

Description & Eligibility

To develop a basic understanding of finance and accounting skills. Any middle level contestant may enter this application event.

Contestant Must Supply

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

Competition Notes

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

Contest Competencies

- Understand budgeting and the purposes of financial planning
- Demonstrate the use and understanding of debit and credit cards
- Demonstrate an understanding of interest and debt
- Calculate simple interest
- Demonstrate the difference between saving and investing
- Solve financial problems using basic mathematical operations
- Differentiate between responsible and irresponsible financial decisions
- Demonstrate an understanding of basic personal banking (e.g., balancing a checkbook, filling out a check, maintaining a check register, budgeting, etc.)
- Demonstrate the ability to interpret appropriate steps for personal financial decisions and actions
- Demonstrate ethical decision-making in finance, including the understanding of consequences to financial decisions
- Understand opportunity cost including education expenses
- Understand lifestyle choices

(915) Administrative Support Team (*Dedicated to the memory of Deborah Paul*)

Description & Eligibility

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

Contestant Must Supply

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

Equipment/Supplies Provided

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

Competition Notes

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

Contest Competencies

- Apply technical skills to manage information and produce business documents
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Format and key letters, memos, tables, columns, and reports according to the *Style & Reference Manual*
- Use word processing software
- Use spreadsheet software to create and edit graphs and/or charts
- Use presentation software
- Demonstrate desktop publishing skills
- Integrate word processing, spreadsheet, and/or presentation files
- Demonstrate the ability to print from various software applications
- Establish work priorities and timelines
- Proofread and edit work for self and teammates

Description & Eligibility

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

Contestant Must Supply

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

Competition Notes

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

Contest Competencies

- Demonstrate knowledge of the risks and dangers of sharing personal information in a digital world (e.g., digital footprint, cyber bullying)
- Identify the possibilities and perils of digital communications
- Demonstrate knowledge and proper usage of internet safety practices, including passwords and security features
- Demonstrate knowledge and proper usage of social media practices
- Demonstrate an understanding of basic issues related to responsible use of technology and describe personal or legal consequences of inappropriate use
- Identify the consequences of illegal and unethical use of information technologies
- Demonstrate respectful and responsible use and creation of media and technology
- Demonstrate the appropriate and legal use of intellectual property
- Demonstrate legal and ethical behaviors when using information technologies
- Identify aspects of global connectivity and its implications
- Demonstrate appropriate etiquette when using information technologies
- Understand the process of safely buying and selling online
- Review acceptable use policies for legal and ethical use of information

This event is sponsored by:



(925) Word Processing

Description & Eligibility

Evaluate entry-level skills in word processing and document production. Any middle level contestant may enter this application event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software

Competition Notes

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

Contest Competencies

- Apply beginning level word processing and document formatting skills to produce business documents
- Demonstrate basic knowledge of word processing software functions
- Format documents according to the *Style & Reference Manual*
- Proofread text for accuracy, content, grammar, spelling, and punctuation
- Revise, edit, spell-check, and print documents
- Use paragraph formatting, tab settings, and text enhancements (e.g., bold, italics, underline)
- Format addresses
- Use electronic and hard copy references to assist in preparing documents (e.g., help screens, spell-check, thesaurus, user's manual, dictionary)
- Apply company guidelines instead of default settings according to the *Style & Reference Manual*

(930) Spreadsheet Applications

Description & Eligibility

Assess knowledge in spreadsheet application, format data, enter and copy formulas, and print full documents or cell contents. Any middle level contestant may enter this application event.

Contestant Must Supply

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

Equipment/Supplies Provided

- Computer and software
- All event projects are electronically uploaded and not printed at the national level

Competition Notes

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

Contest Competencies

- Demonstrate basic skills in the use of spreadsheet software
- Create and format spreadsheets including text, number styles, and borders
- Enter and edit data in spreadsheets
- Perform basic spreadsheet functions
- Create formulas for calculations that include order of operations and absolute reference
- Create and edit graphs and/or charts
- Use printing options including formulas and gridlines

(940) Digital Game Design Team

Description & Eligibility

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

Topic

Embark on a journey to craft a game where interactive storytelling reigns supreme.

Mission

Design a narrative-rich adventure that invites players to shape the tale through their choices. Will they be heroes, rebels, dreamers, or something entirely unexpected?

The world you build can echo real-life legends or spring from pure imagination—but it must remain suitable for a school setting. Along the way, players must face **at least four pivotal decisions** that alter the course of their story and determine their final fate.

Choose wisely, creator. The fate of your game’s world lies in your hands.

Team Must Supply

- Digital presentation equipment (device, software, extension cords, etc.)
- Optional: Props

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Clickable URL to Project Files (may include Artwork, Executable File, Storyboard, etc.), Works Cited and BPA Release Form(s) in one combined PDF file.	DGDT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Create engaging gameplay mechanics
- Demonstrate effective design and communication of rules
- Demonstrate proper use of narrative elements
- Demonstrate an understanding of game balance
- Convey required information through the game play
- Demonstrate appropriate application of win/loss and scoring
- Demonstrate professional presentation skills

Contest Specifications for this Event

- The team will develop an educational game based upon the provided topic. Games may be cooperative or competitive; single-player or multiplayer.

- Teams are permitted to use any game development technology in order to complete the event. Examples include but are not limited to Scratch®, Tynker®, GameMaker, Unity, HTML, or Java. Contestants should be able to understand and explain the utilized code and/or technology used by the selected template or platform.

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult with the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Teams will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(940) Digital Game Design Team

Technical Scoring Rubric

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

(940) Digital Game Design Team

Technical Scoring Rubric (Con't)

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

(940) Digital Game Design Team

Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(945) Graphic Design Promotion

Description & Eligibility

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

Topic

Create a themed design package to promote your district or school's **Career & Technical Education (CTE) Showcase**. Your task includes the following components:

1. **Theme Development**
 - Choose a creative and relevant theme that reflects the importance of CTE in preparing students for future careers.
 - Your theme should be engaging for students, families, and community members.
2. **Logo Design**
 - Design a unique logo that represents your theme and the spirit of CTE.
 - The logo should be visually appealing, easy to recognize, and suitable for use on flyers, social media, and signage.
3. **Flyer Creation**
 - Design a flyer to advertise the CTE Showcase event.
 - Include key event details (date, time, location, purpose).
 - Make sure the flyer is visually balanced, easy to read, and aligned with your theme and logo.

Contestant Must Supply

- Optional - Design printouts
- Optional - Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file. 1. Logo 2. Flyer 3. Works Cited 4. BPA Release Form(s)	GDP-ContestantID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Use printing settings for flyer and logo

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- **No changes can be made to the project after the date of submission.**
- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(945) Graphic Design Promotion

Technical Scoring Rubric

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

(945) Graphic Design Promotion

Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

(950) Video Production Team

Description & Eligibility

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

Topic

Create a fun and imaginative **commercial** to market an **everyday object** of your choice in a **creative or unexpected way**. Your goal is to entertain, inform, and persuade your audience to want the product—even if it's something simple like a pencil, water bottle, or backpack!

Your Commercial Must Include:

1. **Voice-Over Narration**
 - Write and record a voice-over that explains the product and its benefits.
 - Use expressive tone and pacing to make it engaging and fun.
 - You can narrate as yourself or create a character (e.g., a superhero, inventor, or talking object).
2. **At Least One “Live” Recorded Scene**
 - Film at least one scene with real people or props.
 - This could be a demonstration, a skit, a funny situation, or a dramatic moment showing how the product solves a problem.
3. **Purchase Details**
 - Include information on how someone can buy the product.
 - This could be a fictional website, store location, phone number, or QR code.
 - Make sure it fits the tone of your commercial—serious, silly, or futuristic!

Team Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)

Competition Notes

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

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Clickable URL to Project, Storyboard, Script, Works Cited and BPA Release Form(s) in one combined PDF file.	VPT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply knowledge of software, equipment, and skills related to video production
- Utilize various video-editing applications
- Develop a story line using a storyboard and script
- Apply copyright standards

- Demonstrate scripting techniques to present a clear, overall message
- Apply basic camera techniques including various camera shots
- Demonstrate knowledge of transitions and audio editing techniques
- Demonstrate proper use of placement of titles and visual effects
- Demonstrate teamwork skills needed to function in a video editing environment

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines 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, 2026.
- 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 themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(950) Video Production Team

Technical Scoring Rubric

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

(950) Video Production Team

Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

(955) Website Design Team

Description & Eligibility

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

Topic

Create a biographical style website about a real-life local community leader (past or present). Focus on their journey as well as their impact on your local community. The website must include a landing page and at least three (3) of the following sub-pages:

- Early life
- Education
- Family
- Career
- Significant Contributions
- Awards / Honors / Achievements
- Community Connections
- Philanthropy

Team Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Clickable URL to project (including any necessary login credentials), Works Cited and BPA Release Form(s) in one combined PDF file.	WDT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Apply technical skills in web design
- Demonstrate an understanding of business ethics and integrity
- Demonstrate leadership skills needed to plan and complete a project
- Demonstrate effective problem-solving skills
- Demonstrate knowledge of Internet concepts
- Use correct grammar and spelling
- Demonstrate appropriate copyright standards
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate knowledge of site, content, graphics, layout, browser capabilities and navigational scheme

Contest Specifications for this Event

- Attention must be given to cross-browser capabilities and monitor capabilities. Teams are permitted to use any web development technology or CMS for the website. Examples of these include Microsoft Visual Studio®, Adobe Dreamweaver®, jQuery®, WordPress®, Joomla!®, Drupal®, Wix®, Weebly®, or any templates. Use of original code may be scored higher.
- The website must be available on April 1, 2026. If the ISP is unavailable, the advisor will be contacted and given a reasonable amount of time to solve the problem.
- Team contestants must identify their roles in the website's development and be prepared to address questions about those roles (i.e., page layout, navigational scheme, graphics, media, coding, compatibility, and content).
- Previously submitted websites used in any BPA competition may not be submitted.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestant will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(955) Website Design Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> 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) in one combined PDF.				/10
Evaluation Criteria	Below Expectations 0-20 points	Meets Expectations 21-40 points	Above Expectations 41-60 points	Points Awarded
Page Layout	Visual organization is confusing; colors and fonts detract from readability; inconsistent page formats.	Visual organization is understandable; colors and fonts are appropriate and mostly consistent; minor format inconsistencies.	Visual organization is clear and intuitive; colors and fonts are highly aesthetic and enhance readability; consistent format is maintained across all pages.	/60
Graphic Media Use	Graphics do not support the topic; little or no creativity; over-reliance on generic stock images.	Graphics support the topic; some creativity evident; mix of original and stock graphics.	Graphics strongly enhance the topic; highly creative and original design using templates, code, or both.	/60
Content	The website demonstrates a limited understanding of the topic and contains mostly irrelevant or inaccurate information.	The website demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The website demonstrates a good understanding of the topic and presents relevant and accurate information throughout.	/60
Technical	Frequent browser issues, disorganized or invalid source code, little to no use of innovative technologies, and many grammar or spelling errors.	Website works on most browsers; source code is generally organized and valid; some use of innovative technologies; minor grammar or spelling errors.	Website works seamlessly across browsers; source code is clean, organized, and validated; innovative technologies (e.g., SASS, Python, JavaScript) are effectively used; grammar and spelling are flawless.	/60
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-35 points	Above Expectations 36-50 points	Points Awarded
Navigational Theme	Many broken or missing links; inconsistent link formatting; navigation path unclear or illogical.	Most links present and working; formatting mostly consistent; navigation path is mostly clear and logical.	All links present, fully functional, consistently formatted; navigation path is clear, logical, and easy to follow.	/50
TOTAL TECHNICAL POINTS				/300

(955) Website Design Team
Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES

(960) Visual Design Team

Description & Eligibility

Create a new brand image for a mobile application based on the topic provided. Any middle level contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic

Design a branding package for a new mobile application called *MindSpark*, created to encourage middle school students to explore creative thinking and problem-solving through daily brain teasers, drawing prompts, and mini challenges. The app should be colorful, imaginative, and suitable for a school setting. Your branding package should include the following deliverables:

1. **Logo Design** – featuring a lightbulb, spark, or abstract symbol that represents creativity and ideas.
2. **App Icon** – a simplified version of the logo or a stylized “MS” using bright, energetic colors.
3. **Home Screen Mockup** – displaying the app’s main interface, including a daily challenge and creativity.
4. **Social Media Advertisement** – a fun and engaging graphic for platforms like Instagram or school bulletin boards, with a call-to-action like “Ignite Your Imagination with MindSpark!”

Ensure all designs are visually appealing, age-appropriate, and encourage creative exploration in a school-friendly format.

Team Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
The following items have been saved as PDFs and bundled together in one PDF file. <ol style="list-style-type: none">1. Logo Design2. App Icon3. Home Screen Mockup4. Social Media Advertisement5. Works Cited6. BPA Release Form(s)	VDT-TeamID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography
- Generate items for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience
- Demonstrate teamwork skills needed to function effectively

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestant will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(960) Visual Design Team

Technical Scoring Rubric

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

(960) Visual Design Team
Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(970) Entrepreneurship Exploration

Description & Eligibility

Conduct research and present on the provided topic. Any middle level contestant may enter this event. If a contestant repeats this event, the contestant may *not* submit any previously used research paper. 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 will be disqualified.**

Topic

Read the following scenario and create a plan to revitalize your local school spirit store. Please include a plan to boost sales, increase marketing and visibility, connect with not only the school but the local community, and become a success again.

Background

Your school has a small spirit store. It sells things like t-shirts, hoodies, water bottles, and stickers with the school logo. The store is managed by students with help from a teacher advisor, and the money raised goes toward school activities like dances, field trips, and clubs.

In the past, the store was busy, students and families would buy items at lunch or during school events. However, this year, sales have dropped *a lot*.

The Problem

More families are buying spirit wear online from big retailers or custom apparel websites. These online stores offer lots of options, and people like ordering from home. As a result:

- The spirit store has boxes of unsold merchandise.
- Students aren't excited about the designs anymore.
- The store is only open one day a week during lunch, and many students don't even know about it.
- Fundraising goals aren't being met.

Contestant Must Supply

- Optional - digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)
- Optional - props or visual aids

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Research Paper, Works Cited, and BPA Release Form(s) in one combined PDF file.	ENT-ContestantID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge and understanding of entrepreneurship
- Create a plan of action. Include items such as, but not limited to
 - Customer base
 - Consumer demographics
 - Organizational markets
 - SWOT analysis
 - Financial terminology and plans
 - Marketing concepts and practices
 - Individual resources
- Demonstrate effective written and oral communication skills
- Identify and utilize internal and external resources
- Demonstrate effective persuasive and informative communication and presentation skills

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The team is responsible for citing all sources, including themselves, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

(970) Entrepreneurship Exploration

Technical Scoring Rubric

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

(970) Entrepreneurship Exploration

Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(975) Extemporaneous Speech

Description & Eligibility

Demonstrate communication skills in arranging, organizing, and presenting information orally and effectively without prior knowledge of the topic. Any middle level contestant may enter this judged event. The event may be repeated.

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

Contestant Must Supply

- Sharpened pencils, pens

Equipment/Supplies Provided

- Three (3) notecards per contestant
- Topics

Competition Notes

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

Contest Competencies

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

Contest Specifications for this Event

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

(975) Extemporaneous Speech

Presentation Scoring Rubric

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

SPEECH WILL BE STOPPED AT FOUR (4) MINUTES

(980) Prepared Speech

Description & Eligibility

Demonstrate communication skills in securing, arranging, organizing, and orally presenting information. Any middle level contestant may enter this judged event. The event may be repeated, but the topic may *not*. Contestants may *not* enter Extemporaneous Speech, Presentation Team, or Prepared Speech in the same year.

Contestant Must Supply

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

Competition Notes

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

Contest Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Utilize nonverbal gestures as needed
- Apply speaking techniques using appropriate tempo and pitch
- Secure facts and data from multiple sources, emphasizing research skills

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events

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

**(980) Prepared Speech
Presentation Scoring Rubric**

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

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

SPEECH WILL BE STOPPED AT FIVE MINUTES

(985) Presentation Team

Description & Eligibility

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

Topic

You and your team are interning for your local city council, and they are looking into building a new entertainment venue in their community. This venue can be catered to a variety of things, but not limited to sports, music, theater, or the arts. They have asked you to develop a presentation on the pros and cons of their ideas. Your presentation must include but is not limited to the following: A description of the events the venue will host (ex. games, matches, concerts, local events, etc.). Will the venue replace an existing one or be built in a new location? How will having the new venue affect the local community and surrounding areas? Would the costs of building the new venue outweigh the projected benefits?

Team Must Supply

- One (1) copy of the Works Cited formatted according to the *Style and Reference Manual* and BPA Release Form(s) for each round of the event (preliminary and final).
- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.).

Competition Notes

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

Contest Competencies

- Communicate research in a clear and concise manner
- Demonstrate teamwork skills needed to function in a business setting
- Apply technical skills to manipulate word processing, spreadsheet, and presentation software
- Demonstrate financial concepts relevant to projects
- Demonstrate teamwork skills needed to function in a productive manner
- Conduct research using various resources and methods
- Discuss findings and respond to questions

Contest Specifications for this Event

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

Common Specifications for all BPA Judged Events

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

(985) Presentation Team
Presentation Scoring Rubric

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

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

PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

(990) Human Resource Exploration

Description & Eligibility

Contestants will create a job shadow request letter and be interviewed about their career interests. Any middle level contestant may enter this team judged event. This event may be repeated. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked.

Competitors Must Supply

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

Competition Notes

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

Technical Pre-submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Job Shadow Request Letter - PDF Format	HRE-ContestantID.pdf	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

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

Contest Specifications for this Event

- Business cards, thank you notes, etc. are not permitted.
- Job shadow experiences are available in all departments of Digital Solutions shown on the Organizational Chart found in the *Style and Reference Manual*.
- Contestants may interview for any position listed on the organizational chart for which he/she would like to job shadow.
- Information in the request letter must be authentic; however, contestants may choose to use a fictitious personal address and telephone number.
- Job shadow request letter requirements:
 - The cover letter must be addressed as follows:
Ms. Julie Smith, Manager
Human Resources Department
Digital Solutions
1365 King Avenue
Columbus, OH 43212
 - Paragraph 1: Contestant will write an opening salutation and indicate the position for which he/she is applying for a job shadow experience and indicate his/her current career interests.
 - Paragraph 2: Contestant will write a personal statement (100 words or less) that includes a description of current abilities, skill sets, and goals.
 - Paragraph 3: Contestant will write a conclusion (summary) of job shadow request letter with closing salutation.

Common Specifications for all BPA Judged Events:

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit Project Files at <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- 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.

(990) Human Resource Exploration

Technical Scoring Rubric

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

**(990) Human Resource Exploration
Presentation (Interview) Scoring Rubric**

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

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

(995) Business Communication Skills Concepts (Open Event)

Description & Eligibility

Assess skills in business communication, including spelling and correct use of grammar. Any middle level contestant may enter this objective event.

Contestant Must Supply

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

Resources

- *Webster's New Collegiate Dictionary*

Competition Notes

- Method of evaluation: objective.
- Reference materials are not allowed.
- Length of event: no more than sixty (60) minutes testing time.
- Unlimited entries by state.

Contest Competencies

- Use correct spelling, word-usage, grammar
- Demonstrate an understanding of conflict resolution
- Demonstrate an understanding of effective verbal and nonverbal communications
- Demonstrate knowledge of the job application process
- Demonstrate an understanding of effective written communications
- Demonstrate an understanding of appropriate and effective use of electronic communications

(996) Business Fundamentals Concepts (Open Event)

Description and Eligibility

Assess an overall familiarity with basic business knowledge skills. Any middle level contestant may enter this objective event.

Contestant Must Supply:

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

Competition Notes

- Reference materials are not allowed
- Length of event: no more than sixty (60) minutes testing time
- Unlimited entries by states

Contest Competencies

- Develop human relation skills
- Demonstrate understanding of general office procedures (filing, punctuality, reliability, performance)
- Demonstrate effective verbal and written communication
- Demonstrate knowledge of business law and ethics
- Demonstrate knowledge of general computer concepts
- Demonstrate knowledge of job-seeking and retention skills
- Demonstrate an introductory understanding of economics, personal finance, and banking

(997) Business Math Concepts (Open Event)

Description & Eligibility

Assess basic understanding of personal and business-related math skills. Any middle level contestant may enter this objective event.

Contestant Must Supply

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

Competition Notes

- Reference materials are not allowed.
- Length of event: no more than sixty (60) minutes testing time.
- Unlimited entries by states.

Competencies

- Demonstrate an understanding of introductory-level percentages
- Demonstrate knowledge of percentage, base, and rate
- Demonstrate an understanding of checking accounts and statement of reconciliation
- Calculate gross earnings and payroll deductions
- Demonstrate knowledge of taxes
- Demonstrate an understanding of simple interest and compound interest
- Demonstrate an understanding of metric conversion
- Demonstrate knowledge of United States currency conversion
- Calculate ratios
- Calculate units of time

(998) Computer Literacy Concepts (Open Event)

Description and Eligibility

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

Contestant Must Supply

- Sharpened pencils

Competition Notes

- Reference materials are not allowed.
- Length of event : no more than sixty (60) minutes testing time.
- Unlimited entries by states.

Competencies

- Identify components of hardware
- Identify peripheral devices
- Define purpose and terminology associated with office software applications
- Identify health and safety risks associated with use of technology
- Identify proper keyboarding techniques
- Describe emerging digital literacy concepts, operating systems, and technology concerns
- Recognize the importance of copyright laws
- Identify, evaluate, and select software specific to a business function

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** 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 either/or both regional and state levels. The proposed event is recommended for Board approval.
- Step 3 Summer:** The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.
- Step 4 Fall:** The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has *not* been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.
- Step 5 Spring:** Proposed event is piloted in at least two states at their spring conference. 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

Description:

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

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

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

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

Resources:
www.bpa.org
Business Professionals of America

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

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

- | | | |
|--------------------------------|--------------------------------|---------------------------------------|
| 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 |

Academic Integrity Policy

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

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

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

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

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

National BPA Academic Integrity Violation Procedures

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

1. Any individual who discovers sufficient information to substantiate an academic integrity violation should immediately (within one hour) complete an Academic Integrity Violation Form and submit to the BPA Director of Education 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 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 and 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 member, local advisor, and state advisor or designee of the Academic Integrity Violation and an opportunity will be provided to respond/appeal the decision if the violation is substantiated, and disciplinary action is taken.

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

REPORTER INFORMATION

Name: _____

Report Date: _____

Position Title: _____

Report Time: _____

Cell Phone: _____

Email: _____

VIOLATION INFORMATION

Contestant/Team Name: _____

Date(s) of Violation: _____

VIOLATION DESCRIPTION

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

CONTESTANT/TEAM INFORMATION

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

Contestant/Team Name: _____

Contestant/Team ID (if known): _____

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

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

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

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

Comments regarding committee sanctions:

Board Representative

Board Representative

National Officer

National Officer

Local Officer

Local Officer

Executive Director