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## About the Organization

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Business Professionals of America is one of the ten Career and Technical Student Organizations recognized by the U.S. Department of Education. Business Professionals of America is a national organization that is composed of state associations and local chapters that serve students pursuing business careers. The mission of Business Professionals of America is to contribute to the preparation of a world-class workforce through the advancement of leadership, citizenship, academic, and technological skills.

The organization promotes excellence in these areas:

- Leadership
- Poise, sociability, and tact
- Competence in business occupations
- Effective planning
- Lifelong enthusiasm for learning
- Self-confidence through a competitive spirit
- Interpersonal skills through team participation
- Business awareness and appreciation

The competitive events are a component of the *Workplace Skills Assessment Program* and an integral part of Business Professionals of America. The program is designed to provide our members the opportunity to:

- develop occupational/career competencies;
- demonstrate workplace knowledge, skills, and attitudes;
- build leadership and human relation skills;
- foster a positive competitive spirit; and
- receive recognition for their efforts.

In order to become eligible for national competition, students must rank among the highest of their peers in regional and state level competitive events. Only the most well-prepared and highly skilled competitors earn the privilege of competing at the national level.

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## Statement of Philosophy

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We believe that participating at the State Leadership Conference (SLC) is important in our students' lives. Therefore, it is your job as a judge to provide a testing environment where each student has maximum opportunities to demonstrate his or her skills.

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## Your Role is Vital

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The expertise and professionalism that you bring to the competitive events of Business Professionals of America is highly valued by students and teachers. Your participation and insight are crucial to their success.

## **Support Students by Serving as a Contest Judge**

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By serving as a judge for the upcoming SLC Competitive Events of Business Professionals of America, you strengthen the partnership between business and industry leaders and students preparing for the dynamic business world. The competitive events program gives students an exciting opportunity to explore business careers. Your participation as a judge affirms your support of our future workforce.

## **Judged Events Requiring Preliminaries and Finals**

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When the number of entrants in the judged event requires multiple sections, preliminary and final contests will be held. An equal number of the top contestants from each preliminary section will be called back for finals. The finals are conducted as a new contest. Call backs for finals, if needed, will be as follows:

- If there are two sections, five contestants will be called back from each section.
- If there are three sections, four contestants will be called back from each section.
- If there are four sections, three contestants will be called back from each section.

## **Judges' Comments**

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Students value the judges' feedback. Please share your comments on the form provided. Your evaluation will be used to improve their skills as they prepare for projects or competitions.

Judges' comments are returned to Local Advisors for contestants who provide a stamped envelope when they check in prior to judging at State Leadership Conference. We encourage you to write comments to the contestants/teams if they provide the stamped envelope. SLC staff will mail the completed comments to Local Advisors.

## **Technical Judges**

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Judges with strong expertise in business-related topics are needed to assess the student projects completed prior to SLC. The following contests require technical judges:

- Economic Research Project-Individual
- Economic Research Project-Team
- Administrative Support Research Project
- Web Site Design Team
- Video Production Team
- Digital Media Production
- Interview Skills
- Advanced Interview Skills
- Global Marketing Team
- Entrepreneurship
- Graphic Design Promotion
- Network Design Team
- Broadcast News Production Team
- Computer Modeling
- Computer Animation Team

Projects for these contests are sent to technical judges several weeks prior to SLC. Technical judges then assess the projects according to the technical rubric. Scored rubrics must be completed by the stated deadline. Technical scores are added to students' on-site presentation scores and top-ranking students receive recognition at SLC.

## Tips for Judges

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You will receive a copy of the guidelines for your event. In judging events, it is extremely important to follow these guidelines and the stated time limits.

- Turn off cell phones. Cell phone use is prohibited in contest rooms.
- Complete scoring sheets and other contest information in neat, legible writing.
- Try to put each contestant at ease. A smile goes a long way toward making nervous students feel comfortable!
- Be consistent. It is very important to be consistent in your judging. Maintain the same expectations of and enthusiasm for the last participant as for the first.
- Be consistent with questions. Ask each contestant or team the same questions.
- When rating the first contestant, leave yourself room to score subsequent contestants lower or higher.
- In many events, contestants are tightly scheduled. Make every effort to follow the schedule as closely as possible.
- Notify your proctor or administrator of any personal needs.

## Judged Events

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**Administrative Support Research Project Individual** – students conduct research on a topic relevant to the Administrative Support area and presents findings to a panel of judges. The topic for 2016 is:

- o We are living in an era of security breaches, identity theft, etc. Describe what types of precautions should be taken to protect data and company security within the office setting.

**Broadcast News Production Team** – Teams create a three-to-five (3-5) minute news broadcast, containing two (2) different segments (news stories). One will be an open topic of the team's choice. The second segment will discuss the impact of Business Professionals of America at the local, regional, or national level. After the presentation, students will answer questions from the judges.

**Computer Animation Team** – The team will create a visualization animation (not to exceed two (2) minutes) based upon the assigned topic and then present their project to the judges. For the 2016 membership year, the topic is:

- o Recreate the Boston Tea Party. Examples could include, but are not required or limited to ships, people, water, crates, or docks.

**Computer Modeling** – A team will research, create a profile, concept design(s), prototype(s), and final model and/or scene based upon an assigned topic. The topic for 2016 is:

- o In 2017, the Boston Marathon will celebrate its 120<sup>th</sup> year in existence. A committee would like a monument to commemorate the historic marathon. You have been hired by the committee to create a monument to symbolize this event.

**Digital Media Production** – the student will produce a 1-2 minute digital media production based on an assigned topic. Their work will be demonstrated during a 10-minute presentation before a panel of judges. The topic for 2016 is:

- o Create a one-to-two (1-2) minute promotional piece for the Business Professionals of America National Leadership Conference in Orlando, Florida, May 10-14, 2017.

**Economic Research Project Individual & Team** – the student or team conducts research and presents findings on an economic topic to a panel of judges. The topics for 2016 are:

- o Economic Research **Individual** - Recent news articles have indicated that a child born in the US today could easily be a centenarian. This increase in life expectancy will present economic challenges in many areas. Research the potential impact on the US economy of the projected increase in life expectancy.
- o Economic Research **Team** - The national debt of the United States is at an all-time high in dollar terms. Experts disagree on the size and importance of the debt. There is a concern that the debt is too high and will damage the future economic structure of the United States and adversely affect individuals and businesses. Research the causes of how the debt has grown and whether it is important for the debt to be controlled.

**Entrepreneurship** – students develop a business plan and organizational structure to initiate a small business and present the plan to a panel of judges. Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting their business plan to potential investors at a bank with the objective of securing financing for their business venture.

**Extemporaneous Speech** – the student draws two different business topics at random, selects one, and, following ten minutes of preparation, offers an extemporaneous speech before a panel of judges.

**Financial Analyst Team** – Teams make decisions and recommendations using financial reports and prepare reports. Teams may determine trends, or make projections, or prepare budgets based upon a case study, and then will present findings to a panel of judges.

**Global Marketing Team** – the team develops a plan that details pricing strategies and promotional plans for a business and presents their written marketing business plan to a panel of judges. The topic for 2016 is:

- o The National Hockey League (NHL) recently announced that they have received formal applications for expansion teams for Las Vegas and Quebec City to begin play in the 2017-2018 season. Your marketing team has been hired by Professional Business Associates Inc. (PBA) to locate a third location to propose for a new hockey team. They are looking to invest in a global sports team and need your expertise and research to make a sound investment. Your team is to determine a new domestic or global location that would be supported by your documentation. You will develop a marketing plan and will present to the PBA investors (judges) your proposal.

**Graphic Design Promotion** – the student creates a theme, logo and promotional flyer that promote an upcoming BPA National Leadership Conference and, through a question and answer session, informs the panel of judges how he/she produced the final product. For 2016, the students are to create promotional information for the NLC in Orlando, Florida, May 10-14, 2017.

**Human Resource Management** – Students are assigned a case study and use a Human Resource manual to develop a solution to be presented to judges. The judges will assess the student's interpretation of personnel policies and knowledge of human resource management.

**Interview Skills & Advanced Interview Skills** – Student demonstrates proficiency in job search, interview situations, and knowledge of job retention. Contestants prepare an application letter and résumé, complete an application form, greet a receptionist (judge), and interview for a position. In Advanced Interview Skills, the student also develops and presents a career portfolio.

**Network Design Team** – A team will analyze existing and planned business environments and develop a strategy for the implementation of a network infrastructure that addresses the needs of the defined business environment. The topic for 2016 is:

Johnston-Donahue University is a leader in online engineering degree programs. Fully accredited, and with a faculty of professors who are top in their field, Johnston-Donahue University provides degrees that are looked upon highly by employers nationwide. A key feature that sets Johnston-Donahue University apart from other universities offering online degrees is their network of teaching centers across the nation. These teaching centers are fully equipped engineering laboratories that provide the students with the interactive teaching environment, and practical experience, needed to become a successful engineer. All lectures are conducted online using a proprietary streaming service that incorporates: audio, video, screen casting, testing, and instant chat functionality.

Currently, Johnston-Donahue University lacks a well-managed network, and much of their network is composed of isolated and disparate sub-networks. The network infrastructures of each facility were built, and maintained, by independent contractors within their regions. The only requirement was that each facility has a high-speed internet connection. This however has started to cause problems for the university. Due to an increase in enrollment, the university has renovated several of the teaching centers to include state of the art computer labs in order to accommodate students who have limited access to technology resources. Without a managed network, these computer labs have a high probability of becoming vulnerable due to misconfigured software, uneven software distribution, missing software patches, or rogue devices being able to get elevated access.

In order to address these concerns, and to accommodate the new computer labs, Johnston-Donahue University has decided it would be in their best interest to redesign their technology infrastructure, and to implement industry standard network management and configuration management systems to better govern their assets. Rather than do a full-scale deployment to all regions, Johnston-Donahue University has decided to use a testbed made up of several regions for an initial deployment. Below, you can find a detailed description of each facility that makes up the testbed.

**Parliamentary Procedure Team** – Team members conduct a business meeting in a democratic manner, demonstrating correct use of parliamentary procedure, utilizing an assignment sheet specifying agenda items and abilities to be demonstrated.

**Prepared Speech** – Students present a prepared topic relating to business, entrepreneurship, or Business Professionals of America to a panel of judges.

**Presentation Management Individual & Team** – the student or team uses current desktop technologies and software to prepare and deliver an effective multi-media presentation and present it before a panel of judges. The topics for 2016 are:

- o Presentation Management **Individual** – Create a presentation to Julie Smith in the Human Resources Department at Professional Business Associates to persuade PBA to become an intern site and offer internships to local secondary and post-secondary students. Include promotional materials that could be distributed to secondary and post-secondary institutions and to student candidates.
- o Presentation Management **Team** - Professional Business Associates (PBA) develops and sells software, hardware, and services. They will be participating in their first national trade show in Los Angeles, California. You are a part of the marketing department at PBA and need to make a presentation to Nancy Wells, CEO, and Roger Meyer, Marketing Manager, with a proposal for your corporate trade show booth.

**Small Business Management Team** – A team evaluates a small business case problem and presents an operational plan to a panel of judges. The topic for 2016 is:

- o Your team has been hired by William Winter, the CEO of Solutions International, LLC to develop a new business strategy for the corporation. During your meeting with Mr. Winter, he provided the past five years of sales and expense reports for you to review, along with a breakout of the corporate structure. SI, LLC, located in Scranton, Pennsylvania, opened in 2001 providing basic printing jobs for local businesses. Since that time, they have added a photography division (SI Photography) and consulting service (SI Solutions). While the initial launch of both divisions was slow to start, within the first 16 months of business, sales seemed to peak. Shortly thereafter, revenue for both divisions started a downward trend. As requested by Mr. Winter, review the financial history as provided and prepare a plan for him and his executive team. Mr. Winter's has given you the following areas to consider as you prepare for your presentation:
  1. How can SI, LLC attain additional customers outside of the current geographical area?
  2. How can SI, LLC secure long-term staff to have a wide array of business knowledge and expertise?
  3. What additional products and/or services could SI, LLC provide within each division?
  4. What cost-savings measures could be put in place to help increase overall profitability?
  5. Should SI, LLC attempt to compete head-to-head against its much larger competitor(s)?

**Video Production Team** – A team develops a video production (3-5 minutes) on the assigned topic and presents it to a group of judges. After the presentation, students answer judges' questions. For 2016, the students will:

- o Create an informational video highlighting the dangers of underage drinking. Topics can include, but are not limited to:
  - How to talk to your parents about underage drinking
  - Drinking and driving
  - Addiction
  - How to talk to friends about drinking and dangers
  - What to do if a friend is drinking

**Web Site Design Team** – A team develops a Web site based on a selected topic and presents to a panel of judges. The topic for Secondary/Post-secondary students for 2016 is:

- o Your team is to create a public service announcement (PSA) web site about the topic of your choice. This web site is to promote your cause and provide information to support your argument. The site is to have more than one page and may include content in multiple media formats. While the site may have external links to other sites the majority of the information about the message must be present in the team's site. Possible topics may include:
  - Drug addiction
  - Stop smoking
  - Drinking and driving
  - Healthy eating
  - Bullying
  - Youth exercise
  - Distracted driving