2023-24 Competitive Events Guidelines
Website Design

Website Design provides members with the opportunity to design a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. The focus of this event is the forward-facing website design.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA:
- State — Look for updates from California FBLA before the conference
- National — Internet access and table for preliminary round presentation; Internet access, table, power, projector & screen for final round presentation

2023-2024 Topic

A local non-profit organization will hold a gala in the next 90 days to help raise funds to support their mission. You have been asked to design a website that promotes the benefits of partnering with them and the upcoming gala.

The website should include the following elements:
- Navigation menu
- A header that promotes the non-profit organization and its activities
- A sub-section highlighting the gala and relevant information.
- An online form page to donate to the non-profit organization.
- An online form page to register for the gala.

Note: Website does not have to be live. If partnering with an actual non-profit organization, permission must be received from the non-profit organization to make the website public.

State

- <u>Number of Competitors per Chapter</u>: Each local chapter may enter **one team of one (1), two (2) or three (3) members**.
- At the State Leadership Conference, Website Design consists of two parts:
  - a pre-judged 7-minute presentation
  - and a live, 7-minute final presentation for the top-8 teams.
- Competitors are required to complete all parts for award eligibility.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- <u>Scoring:</u>
  - <u>Pre-judged Presentation:</u> A panel of judges will score the projects using the presentation sheet. The "presentation delivery" portion of the rating sheet will not be used to judge the prejudged submission, so members can focus on their project content. All decisions of the judges are final.
  - <u>Live Presentation:</u> A panel of judges will score the performances using the presentation sheet. All decisions of the judges are final.
  - <u>Final Score:</u> Only the live presentation score will be used to determine the final score. The pre-judged presentation score will not be used.
  - Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
  - Five points may be deducted for each instance of not following guidelines.
- <u>Project Guidelines:</u>
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.

- **Pre-judged Guidelines:**
    - **Deadline:** Advisers must submit a URL of their chapter's pre-judged presentation in Blue Panda by 4:59 p.m. Pacific on **February 23, 2024**.
    - Video submissions should be URLs. The 7-minute videos should follow the digital submission guidelines established at the 2020 National Leadership Experience.
    - Key digital submission guidelines include:
        - **Members must be in FBLA Dress Code** while recording the video.
        - Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. **The submission shall not be edited.**
        - **Members may use projectors/presentations (example: PowerPoints)**, should they choose to use them.
        - Members can share their computer screen, but **members must still be seen in the recording at all times.**
    - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
- **Live Presentation Guidelines:**
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided
    - Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
    - If performing as a team, all team members are expected to actively participate in the presentation.
    - Competitors may not view other competitors' presentations in their event.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.

- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
  - Laptop
  - Tablet
  - Mobile phone
  - External monitor that is approximately the size of a laptop monitor
- o Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
  - o Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor

- o The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
- o Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

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Website Design Presentation Rating Sheet (Pre-judged)

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation Describe planning, development, and implementation of project	*No planning, development, and implementation process described*	*Unclearly explains or is missing either the planning, development, or implementation process*	*Clearly explains the planning, development, and implementation process*	*Clearly explains the planning, development, and implementation process including rationale with evidence*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Features Demonstrate the required elements of the project as stated in guidelines	*Website is not on topic or does not include required elements*	*Website is on topic, includes some the required elements*	*Website presented is on topic, includes all the required elements*	*Website presented is on topic, includes required elements and more*	
	0 points	1-8 points	9-12 points	13-15 points	
Website UX Design Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design	*Does not include appropriate color/contrast, backgrounds, fonts, and graphics*	*Website includes some appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Content: Grammar, spelling, and punctuation	*Website contains grammar or spelling errors*	*Website contains 3 or less spelling or grammar errors*	*Website contains one grammar and no spelling errors*	*Website is free of grammar and spelling errors*	
	0 points	1-2 points	3-4 points	5 points	
Website Content: Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	*Website is not compatible with any platforms*	*Website is only compatible with one platform*	*Website opens appropriately on at least 2 platforms*	*Website opens appropriately on more than 2 platforms*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	*Website interactivity contains errors that prevent the execution*	*Website interactivity contains errors that did not prevent execution*	*Website interactivity is error free*	*Website interactivity is error free and enhances the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	*Only one page is presented*	*Pages are not consistent*	*Pages are consistent*	*Pages are consistent and elements enhance the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	*Planned measure of metrics not described*	*Planned measure of metrics unclearly addressed*	*Planned measure of website metrics clearly addressed*	*Planned measure of website advanced metrics addressed and enhanced by use of industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (80 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation Describe planning, development, and implementation of project	*No planning, development, and implementation process described*	*Unclearly explains or is missing either the planning, development, or implementation process*	*Clearly explains the planning, development, and implementation process*	*Clearly explains the planning, development, and implementation process including rationale with evidence*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Features Demonstrate the required elements of the project as stated in guidelines	*Website is not on topic or does not include required elements*	*Website is on topic, includes some the required elements*	*Website presented is on topic, includes all the required elements*	*Website presented is on topic, includes required elements and more*	
	0 points	1-8 points	9-12 points	13-15 points	
Website UX Design Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design	*Does not include appropriate color/contrast, backgrounds, fonts, and graphics*	*Website includes some appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Content: Grammar, spelling, and punctuation	*Website contains grammar or spelling errors*	*Website contains 3 or less spelling or grammar errors*	*Website contains one grammar and no spelling errors*	*Website is free of grammar and spelling errors*	
	0 points	1-2 points	3-4 points	5 points	
Website Content: Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	*Website is not compatible with any platforms*	*Website is only compatible with one platform*	*Website opens appropriately on at least 2 platforms*	*Website opens appropriately on more than 2 platforms*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	*Website interactivity contains errors that prevent the execution*	*Website interactivity contains errors that did not prevent execution*	*Website interactivity is error free*	*Website interactivity is error free and enhances the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	*Only one page is presented*	*Pages are not consistent*	*Pages are consistent*	*Pages are consistent and elements enhance the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	*Planned measure of metrics not described*	*Planned measure of metrics unclearly addressed*	*Planned measure of website metrics clearly addressed*	*Planned measure of website advanced metrics addressed and enhanced by use of industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: