2024-25 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

2024-25 Topic

Your school has opened a large gymnasium that can also be used as a 3,500-seat arena for events in the community. The community could rent the gymnasium for local sporting events, live concerts, trade shows, and other community events. You must create a website to promote this arena.

The website should include the following elements:

- A calendar of events
- A box office area to purchase tickets
- An information area that includes directions, seating charts, policies, and amenities
- A planner page that includes information on arena rental, contacts, etc.

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.

Region

Each chapter may submit one (1) entry for this event to present at the Spring Regional Leadership Conference.

State

Each region may submit one (1) entry for this event to present at the State Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Presentation	• Technology and presentation items • Conference-provided nametag • [Photo identification](#) • Attire that meets the [FBLA Dress Code](#)	• Table • Internet access

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Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year or prior to regional competition, whichever comes first.
- 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 RLC/SLC/NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each chapter may submit one entry; each region may submit one entry; 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) at the national level. RLC/SLC competitors may compete in one objective test/one performance event/ and one chapter event.
- 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 (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC/NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10/NLC; 5/SLC; 3/RLC.

Event Administration

- This event has one part: presentation
- Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes

- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- 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: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
- o The presentation is judged at the SLC/NLC. Presentations are not open to conference attendees.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - ▪ External speakers are not allowed. Only device audio can be used.
  - ▪ Power is not available.
- o Non-technology Items: Materials, notecards, 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 Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- • The presentation score will determine the winners.
- • Judges must break ties.
- • The decision of the judges is considered final. All announced results are final upon the conclusion of the RLC/SLC/NLC.

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 Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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Website Design Presentation Rating Sheet

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	1-6 points	7-8 points	9-10 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	1-2 points	3-4 points	5 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	1-6 points	7-8 points	9-10 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	1-6 points	7-8 points	9-10 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: