OVERVIEW

Participants are required to design, build, and launch a website that features the school's career and technology/engineering program, the TSA chapter, and the chapter's ability to research and present a given topic pertaining to technology (referred to as the "design brief"). Conference semifinalists participate in an on-site interview to demonstrate the knowledge and expertise gained during the development of the website - with an emphasis on web design methods and practices, as well as their research for the annual design topic.

PURPOSE

Participants are provided with an opportunity to develop and use the skills necessary to effectively design, build, and launch a website.

ELIGIBILITY

Participants are limited to one (1) team of three (3) to five (5) members per TSA chapter. One (1) entry per team is permitted. The team will be represented by up to five (5) chapter members in the set-up and semifinalist team interview.

TIME LIMITS

A. All components of the chapter's entry must be finished and accessible via the Internet by 11:59 pm Pacific Daylight Time (PDT) on May 15th. Note: After 11:59 pm on May 15th changes should not be made to the website. If the team makes changes or updates to the website after the evaluators begin the judging of the entry, those changes are not considered.

B. The Universal Resource Locator (URL) for the chapter's entry must be submitted to webentry@tsaweb.org by 11:59 pm Pacific Daylight Time (PDT) on May 15th. The URL must point to the main web page of the career and technology/engineeringprogram or TSA chapter portion of the team entry. NOTE: This procedure applies to the national TSA competition only - entry procedures for state conferences are handled by each state. Email verification of each team's entry is made by

☑ Webmaster has unique entry requirements. Entries must be posted to webentry@tsaweb.org by 11:59 pm Pacific Daylight Time (PDT) on May 15th.

June 10th. Five (5) days prior to the national TSA conference, links from the national TSA website to all Webmaster entries become available.

C. Conference semifinalists participate in an on-site interview that lasts approximately five to ten (5-10) minutes.

ATTIRE

Competition attire, as described in National TSA Dress Code (www.tsaweb.org/Dress-Code), is required for this event.

PROCEDURE

A. Participants obtain the event design brief from the national TSA web site at www.tsaweb.org. (Criteria for the middle school and high school events are different.)

B. All questions pertaining to Webmaster must be emailed to the event coordinator, whose email address can be found in the Directory section of the TSA website (www.tsaweb.org)

C. Participants design a website that features the following components: the school's career and technology/engineering program, the TSA chapter, and the chapter's solution to the design brief. All portions of the website must be the original work of the team members.

D. The entries are evaluated prior to the national conference so that evaluators have ample opportunity to view the entries online.

E. A conference semifinalist list of twelve (12) entries in random order is posted at the conference on the first full day of competition, at least one (1) day prior to the interview.

F. Conference semifinalist teams must sign up for an interview time. The specific place and time for interview scheduling is posted on the semifinalist list. The team must report back to the event area at the appropriate time.

G. Up to all five (5) team members from each conference semifinalist team report to the event area for the interview at the designated time and place.

H. Each team is interviewed by the evaluators for approximately five to ten (5-10) minutes.

☑ Read the General Rules and Regulations in the front of this guide for information that applies to all of TSA's competitive events.

It is essential that students and advisors routinely check the TSA website (www.tsaweb.org) for updated information about TSA general rules and competitive events. This information is found on the website under Competitions/Updates and Clarification. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

REGULATIONS

A. Participants must launch their entry on a web server that can be accessed via the Internet 24 hours a day, 7 days a week, 52 weeks per year.

B. Each entry must consist of:

   1. Original web pages that promote the school's career and technology/engineering program (i.e., career and technology/engineering classes offered at the school, course summaries, digital images that showcase the school technology/engineering laboratory, teacher contact information, etc.)
   2. Original web pages that promote the school's TSA chapter (e.g., logo, motto, creed, officers, photos, chapter activities including school and community service projects)
   3. Original web pages that specifically display the chapter's solution to the design brief.

C. Career and technology/engineering courses and program pages

   1. This section has no minimum or maximum number of pages.
   2. The main page for this section must contain a link to the TSA chapter main page and the design brief main page.

D. TSA chapter pages

   1. This section has no minimum or maximum number of pages.
   2. The main page for this section must contain a link to the design brief main page.

E. Design brief pages

   1. This section has no minimum or maximum number of pages.
   2. A page within this section must contain a link to the TSA chapter's main page and the career and technology education program's main page.

F. All web pages must have been completed during the current school year.

G. Framework systems, such as Drupal, Joomla, Wordpress, Bootstrap, or other currrent technologies may be used; however, pre-built templates and themes for these sites are not permissible. If a framework system is used, a statement

affirming that the template or theme used on the framework was built by the team must be posted on an "About" section or page.

H. Template engine websites, such as, but not limited to, Webs, Wix, and Weebly are NOT permitted.

I. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included. See Student Copyright Checklist, which must be completed, signed, and included in a separate PDF file with the entry.

J. All entries are viewed with reasonably current versions of Internet Explorer, Google Chrome, Mozilla Firefox, and/or Safari. Each entry also may be viewed with various tablet and mobile devices. While a separate mobile site is NOT necessary nor expected, proper rendering on a mobile device is expected.

K. Each chapter selects up to five (5) team members to represent the chapter in the on-site interview.

EVALUATION

A. Evaluation of the chapter entry includes overall design and originality, career and technology/engineering content, local chapter information, and the scope and sequence of the design brief solution. Also evaluated are the website's compatibility with different browsers, screen resolutions, and the appropriate use of new Internet and web-based applications.

B. The interview provides an opportunity for judges to evaluate the team's knowledge and expertise pertaining to the entry in the following areas: overall website design and originality, career and technology/engineering program, TSA chapter information, design brief, website compatibility with different browsers, monitor resolution, plug-ins, etc.

STEM INTEGRATION

This event aligns with the STEM educational standards noted below. Please refer to the STEM Integration section of this guide for more information.

Science, Technology, Engineering, Mathematics

COMMON CORE STATE STANDARDS (CCSS) INTEGRATION

Please refer to the Common Core State Standards (CCSS) Integration section of this guide for more information.

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Students communicate ideas through an online venue. Suggested leadership lessons: *Personality Types* and *Put It Together*
- CRITICAL THINKING — Students analyze and evaluate information. Suggested leadership lessons: *Put Yourself In Their Shoes* and *The Hidden Message*
- TEAMWORK — As part of a team, students contribute to the event project design and interview. Suggested leadership lessons: *Restaurant Business Plan* and *Stepping Stones*

Additional leadership skills promoted in this event: creative thinking, decision making, evaluation, organization, problem solving

TSA AND CAREERS

This competition connects to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use *The 16 Career Clusters* chart and the *TSA Competitions and The 16 Career Clusters* grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Computer engineer
Webmaster
Website designer
Web technician

STUDENT COPYRIGHT CHECKLIST

(for students to complete and advisors to verify)

1) **Does your solution to the competitive event integrate any music?   YES _____ NO _____**

    If NO, go to question 2.

    If YES, is the music copyrighted?   **YES _____ NO _____**

    If YES, move to question 1A. If NO, move to question 1B.

    1A)   Have you asked for author permission to use the music in your solution and included that permission (letter/form) in your documentation? If YES, move to question 2. If NO, ask for permission (OR use royalty free/your own original music) and if permission is granted, include the permission in your documentation.

    1B)   Is the music royalty free, or did you create the music yourself? If YES, cite the royalty free music OR your original music properly in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any music into his/her competitive event solution.

I, _____ (chapter advisor), have checked my student's solution and confirm that the use of music is done so with proper permission and is cited correctly in the student's documentation.

2) **Does your solution to the competitive event integrate any graphics?   YES _____ NO _____**

    If NO, go to question 3.

    If YES, is the graphic copyrighted, registered and/or trademarked?   **YES _____ NO _____**

    If YES, move to question 2A. If NO, move to question 2B.

    2A)   Have you asked for author permission to use the graphic in your solution and included that permission (letter/form) in your documentation? If YES, move to question 3. If NO, ask for permission (OR use royalty free/your own original graphic) and if permission is granted, include the permission in your documentation.

    2B)   Is the graphic royalty free, or did you create your own graphic? If YES, cite the royalty free graphic OR your own original graphic properly in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any graphics into his/her competitive event solution.

I, _____ (chapter advisor), have checked my student's solution and confirm that the use of graphics is done so with proper permission and is cited correctly in the student's documentation.

3) **Does your solution to the competitive event use another's thoughts or research?   YES _____ NO _____**

    If NO, this is the end of the checklist.

    If YES, have you properly cited other's thoughts or research in your documentation? If YES, this is the end of the checklist.

    If NO, properly cite the thoughts/research of others in your documentation.

CHAPTER ADVISOR: Sign below if your student has integrated any thoughts/research of others into his/her competitive event solution.

I, _____ (chapter advisor), have checked my student's solution and confirm that the use of the thoughts/research of others is done so with proper permission and is cited correctly in the student's documentation.

WEBMASTER
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A.   Event coordinator

B.   Evaluators for pre-conference evaluation of websites, two (2) or more

C.   Evaluators for the semifinalist interviews, two (2) or more

MATERIALS

A.   Coordinator's notebook, containing:

1.   Event guidelines, one (1) copy for the coordinator and for each evaluator
2.   Official rating forms (Entries are evaluated before the conference and only scores of the semifinalists are needed on site. These scores and any other materials required for judging are brought to the conference by the coordinator.)
3.   List of entries with the semifinalist report
4.   List of evaluators/assistants
5.   Pencils for evaluators
6.   Results envelope

B.   List of questions for on-site interview

C.   One to three (1-3) laptop computers, with high speed Internet access, and loaded with reasonably current versions of Internet Explorer, Google Chrome, Mozilla Firefox, and/or Safari. A mobile device, such as a smartphone or tablet, is also desirable.

D.   Evaluation of Webmaster entries takes place before the conference so that evaluators can post the conference semifinalist list on the first full day of the national TSA conference and have plenty of time for the on-site interviews.

RESPONSIBILITIES

A.   Review entries as they are received by webentry@tsaweb.org. Entries are allowed only until 11:59 pm Pacific Daylight Time (PDT) on May 15th. Send email verification to all entrants by June 10th.

B.   Five (5) days prior to the national TSA conference, make links available from the national TSA website to all Webmaster entries.

C. Manage communication and pre-conference evaluation of entries (at least two [2] evaluators are recruited earlier in the year). Collect completed rating forms, signed by the evaluator, and bring them to the conference.

D. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled. Inspect the area or room in which the event is to be held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.

E. On the first full day of competition, at least one (1) day prior to the interview, post a list of the twelve (12)semifinalists in random order.

F. Review the time limits, procedures, and regulations with the evaluators. Clear up any questions or misunderstandings. Distribute guidelines for the interview.

G. For participants who violate the rules, the decision either to deduct 20% of the total possible points or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager; all must initial either of these actions on the rating form.

H. Semifinalist teams report to the event area and sign up for an interview time. Manage completion of the on-site interviews.

I. Evaluators turn in their signed rating forms and complete the finalist report. Evaluators discuss and break any ties that affect the top three (3) placements. NOTE: Determine the procedure for breaking ties before the on-site competition begins.

J. Submit the finalist report, including a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.

Participant/Team ID# _____

WEBMASTER

HIGH SCHOOL

Website (130 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points	
Evaluators: Using minimal (1-4 points), adequate (5-8 points) or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the far right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.)				
Layout and navigation (X2)	The web pages are cluttered and confusing; it is often difficult to locate important elements; the navigation structure is unclear, unintuitive, and ineffective in getting users to relevant information	The web pages have a reasonably usable layout, and all major elements can be found; the design is generally pleasing to view; the navigation structure is generally effective and intuitive, and provides reasonable ability to effectively navigate the website.	The layout is exceptionally user friendly and easy to use; the relationship of elements and content are effective and attractive to the viewer; the navigation structure is highly effective, intuitive, and provides efficient access to all pertinent information on the website.	
Graphics and color scheme (X2)	Graphic content is nonexistent or of low quality and questionable relation to the topic; colors are of poor contrast and detract from the user experience.	Graphic content effectively relates to the purpose of the site, provides enhancement to the user experience, and is of decent to good quality; the color scheme is effective and does not detract from the viewer's experience.	Graphics are well-used, of high quality, and clearly enhances the user experience. Interactive elements effectively engage the user; the color scheme is attractive, appropriate, and clearly enhances the viewing experience.	
Function and compatibility (X1)	There are several broken links and images, and/or the website does not render properly on multiple browsers.	There are no broken images, and/or few, if any, broken links; the website renders properly on most major browsers.	There are no broken images or links; the web site renders properly on most major browsers and is usable on mobile devices.	
Spelling and grammar (X1)	There are numerous spelling and grammatical errors.	There are only a few spelling and/or grammatical errors.	There are few, if any, spelling and grammatical errors.	
CTE program content (X2)	The existence of the CTE program is presented, but little detailed information is provided.	A listing of classes, modules, teachers, and student activities is generally present.	Classes and modules are described, teacher backgrounds are detailed, and student projects are well presented.	
TSA chapter content (X2)	The existence of the TSA Chapter is presented, but little detailed information is given.	Basic information, such as TSA motto, creed, chapter and history, competition, and activity information is generally present.	Information on TSA, competitions, activities, community service projects, awards, and other activities are presented in detail.	
Design brief solution (X3)	The design brief solution is addressed, but not in great detail; it is generally eneffective, and/or missing many parts of the required research and presentation.	The design brief solution is generally well presented; it addresses most major parts of the required research and presentation.	The design brief solution is well presented, well researched, and highly effective; all expected components are present, and additional, unrequired elements, that enhance the final product are effectively incorporated.	
			SUBTOTAL (130 points)	

WEBMASTER (continued)			
Semifinalist Interview (40 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Organization (X1)	Participants seem unorganized and unprepared for the interview.	Participants are generally prepared and are somewhat organized for the interview.	Participants' interview is organized, logical, and easy to follow.
Knowledge (X1)	Team members seem to have little understanding of their project; answers are vague, short, and/or incomplete.	Team members have a general understanding of their project, and adequately discuss their process and solution.	There is clear evidence that the team members have a thorough understanding of their project and design procedure.
Articulation (X1)	The interview provides an unclear, unorganized, and or illogical description of the project.	The interview offers a somewhat logical and easy-to-understand project description.	The interview provides a clear, concise, and easy-to-follow description of the project.
Delivery (X1)	Participants are verbose, illogical in answering questions, and use many "uhs, ums, hmms," etc.	Participants are logical and fairly well spoken, with little use of "uhs, ums, hmms," etc.	Participants are well spoken, distinct, and clear throughout the interview.
Engagement and participation (X1)	The team must be prompted to provide answers and information; a clear team leader dominates the interview, while other team members are unresponsive.	Team members generally answer questions with responses of acceptable length and depth; most team members participate adequately in the interview and engage the judges when answering questions.	All team members contribute in the interview; while there may be a clear team leader, all members provide appropriate substantive material to the conversation; the team engages the judges in an interview, which becomes less of a question and answer session and more of a conversation about the topic and solution.
SUBTOTAL (40 points)			

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: _____

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!)   **TOTAL (170 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: _____   Signature: _____