



# WEBMASTER

## OVERVIEW

Participants are required to design, build and launch a World Wide Web site that features the school's career and technology education program, the TSA chapter, and the chapter's ability to research topics pertaining to technology. 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 Internet and web history, web design (school, chapter and design brief pages), and research about cutting edge advances in technology.

## 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 two (2) 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 midnight Eastern Daylight Time (EDT) on May 15. Note: After midnight May 15, changes should not be made to the website. If the team makes changes 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 e-mailed to [webentry@tsaweb.org](mailto:webentry@tsaweb.org) by midnight on May 15. The subject line of the email must be: Webmaster. Further, the URL must point to the main web page of the career and technology education program part of the team entry. NOTE: [webentry@tsaweb.org](mailto:webentry@tsaweb.org) accepts submissions for national TSA competition only. Email verification of each team's entry is made by May 30. Five (5) days prior to the national TSA conference,

 Webmaster has unique entry requirements. Entries must be posted online by May 15.


links from the national TSA web site to all Webmaster entries become available.

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

## ATTIRE

Professional dress as described in Competitive Events Attire is the minimum requirement.

## PROCEDURE

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

- A. Participants obtain the event design brief from the national TSA web site at [www.tsaweb.org](http://www.tsaweb.org). (Criteria for the middle school and high school events are different.)
- B. All questions pertaining to Webmaster must be emailed to [webentry@tsaweb.org](mailto:webentry@tsaweb.org).
- C. Participants design a website that features the following components: the school's career and technology education program, the TSA chapter, and the chapter's research about a technological topic. 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.
- F. Conference semifinalist teams must sign up for an interview. 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 time and place posted on the semifinalist list.
- H. Each team is interviewed by the evaluators for approximately five (5) minutes.

## 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 education program (i.e., career and technology education classes offered at the school, course summaries, digital images that showcase the school technology education laboratory, teacher contact information, etc.)
2. Original web pages that promote the school's TSA chapter (i.e., logo, motto, creed, officers, photos, chapter activities including school and community service projects, etc.)
3. Original web pages that specifically display the chapter's research findings pertaining to a technology topic that is posed in an online technology design brief.

C. Career and technology 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. The main page for this section must contain a link to the TSA chapter 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. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included.

H. All entries are viewed with various versions of Internet Explorer, Chrome, Firefox, Safari, Opera, Flock or the most current state-of-the-art web browser software. Each entry will be viewed with whatever version of web browser software is available at the time of the national TSA conference.

I. 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 education 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 evaluates the team's knowledge and expertise pertaining to the entry in the following areas: overall website design and originality, career and technology education program, TSA chapter information, design brief, website compatibility with different browsers, monitor resolution, plug-ins, etc.

## STEM INTEGRATION

This event has connections to the STEM standards noted below. Please refer to the STEM integration section of this guide.

Science, Technology, Engineering, Mathematics

## 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 has connections 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 Career Clusters* grid as resources for information about careers.

## CAREERS RELATED TO THIS EVENT

Computer engineer  
Webmaster  
Website designer  
Web technician

## 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, four (4) copies
  - 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 examination
- C. Internet Explorer, Chrome, Firefox, Safari, opera, Flock or most current state-of-the-art software
- D. One (1) to three (3) microcomputers or laptops with high speed Internet capability
- E. 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.
- F. High speed Internet access for evaluators' use in the interview room

### RESPONSIBILITIES

- A. Review entries as they are received by [webentry@tsaweb.org](mailto:webentry@tsaweb.org)  
Entries are allowed only until midnight Eastern Daylight Time on May 15. Send email verification to all entrants by May 30.
- 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, 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 percent (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. Secure the initials of the coordinator and manager 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.

WEBMASTER												
2011 & 2012 OFFICIAL RATING FORM											HIGH SCHOOL	
PARTICIPANT/TEAM ID#												
EVALUATIVE CRITERIA												
Overall website design and originality .....15 pts.												
Proper spelling and grammar .....10 pts.												
School CTE program .....15 pts.												
TSA chapter information .....15 pts.												
Scope and sequence of design brief presentation .....25 pts.												
Website compatibility .....10 pts.												
Rules violation (must be initialed by coordinator and manager) .....minus 20% of the total possible pts.												
SUBTOTAL .....90 pts.												
Interview (semifinalists only) .....10 pts. Responses are correct and articulate, with participation from all representatives.												
TOTAL .....100 pts.												
Comments:												
I certify these results to be true and accurate to the best of my knowledge.												
Evaluator												
Printed name: _____ Signature: _____												