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

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. The topic for the current year will be posted on the TSA website under Competitions/Themes and Problems.

ELIGIBILITY

Participants are limited to one (1) team of three to five (3-5) members per TSA chapter, one (1) entry per team.

Semifinalist teams may be represented by up to five (5) chapter members during 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 a 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/engineering program 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 June 10th. Five (5) days prior to the national TSA conference, links from the national TSA website to all Webmaster entries become available.

- C. Semifinalists participate in an on-site interview that lasts approximately five to ten (5-10) minutes.
- D. As part of the semifinalist interview, each semifinalist team will participate in a LEAP interview that will last a maximum of five (5) additional minutes.

LEAP LEADERSHIP RESUME/INTERVIEW


A Team LEAP Leadership Resume is required for this event and must be submitted at event check-in. Semifinalists will respond to interview questions related to their submitted LEAP Resume for a maximum of five (5) minutes.

ATTIRE

Competition attire, as described in the [National TSA Dress Code](#) section of this guide, 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. A LEAP Leadership Resume must be submitted with the event entry (in PDF format). The resume must be submitted as an attachment to the email containing the chapter's entry (URL).
- E. The entries are evaluated prior to the national TSA conference so that evaluators have ample opportunity to view the entries online.
- F. A semifinalist list of twelve (12) teams in random order will be posted at the national TSA conference on the first full day of competition, at least one (1) day prior to the interview.
- G. Semifinalist teams must sign up for an interview time. The specific place and time for interview scheduling is posted in the conference program. Each team must report back to the event area at the appropriate time.

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



- H. Up to five (5) team members from each semifinalist team may report to the event area for the interview at the designated time and place.
- I. Each team is interviewed by the evaluators for approximately five to ten (5-10) minutes.
- J. The LEAP interview will be conducted as part of the semifinalist interview and will last a maximum of five (5) additional minutes.

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](#). 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
 - 4. Career and technology/engineering courses and program pages
 - a. This section has no minimum or maximum number of pages.
 - b. The main page for this section must contain a link to the TSA chapter main page and the design brief main page.
 - 5. TSA chapter pages
 - a. This section has no minimum or maximum number of pages.
 - b. The main page for this section must contain a link to the design brief main page.
 - 6. Design brief pages

- a. This section has no minimum or maximum number of pages.
 - b. 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.
7. LEAP Leadership Resume
- C. All web pages must be started and completed during the current school year.
 - D. Framework systems, such as Drupal, Joomla, Wordpress, Bootstrap, or other current 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.
 - E. Template engine websites, such as, but not limited to, Webs, Wix, and Weebly are NOT permitted.
 - F. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included. (See the Student Copyright Checklist [see Forms Appendix or TSA website], which must be completed, signed, and included in a separate PDF file with the entry.)
 - G. 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.
 - H. Each chapter selects up to five (5) team members to represent the chapter in the on-site interview.
 - I. LEAP Leadership Resume (see Forms Appendix or TSA website)/Interview — Teams document, in the LEAP leadership resume (see resume template), the leadership skills that the team has developed and demonstrated while working on this event. Semifinalists will respond to questions about the content of their resume as part of their presentation and/or interview. The LEAP Leadership Resume/Interview guidelines and other resources can be found on the [TSA website](#).



EVALUATION

Evaluation of the 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.

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.

NOTE: The LEAP requirements will be evaluated.

Please refer to the official rating form for more information.

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

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 Career Clusters* chart and the *TSA Competitions and The 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 packet, containing:
 - 1. Event guidelines, one (1) copy for the coordinator and for each evaluator
 - 2. TSA Event Coordinator Report (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 evaluators/assistants
 - 4. Pre-populated flash drives for evaluators
 - 5. Results envelope
 - 6. Envelope for LEAP Leadership Resumes
 - 7. LEAP Interview Judging Protocol
- 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. Compile all team LEAP Leadership Resumes for use in the on-site semifinalist round at the national TSA conference.
- C. Five (5) days prior to the national TSA conference, make links available from the national TSA website to all Webmaster entries.
- D. Manage communication and pre-conference evaluation of entries (at least two [2] evaluators are recruited earlier in the year). Collect completed entry scores, and have these scores at the conference.
- E. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's packet. 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.
- F. On the first full day of competition, at least one (1) day prior to the interview portion of the event, have the CRC post a list of the twelve (12) semifinalists in random order.
- G. Review the time limits, procedures, and regulations with the evaluators. Clear up any questions or misunderstandings. Distribute guidelines for the interview.
- H. Semifinalist teams report to the event area and sign up for an interview time. Manage completion of the on-site interviews.
- I. 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.
- J. The LEAP interview will be conducted as part of the semifinalist interview and will last a maximum of five (5) additional minutes.
- K. Evaluators determine the ten (10) finalists and their ranking, and 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.
- L. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.



Participant/Team ID# _____

WEBMASTER

2017 & 2018 OFFICIAL RATING FORM

HIGH SCHOOL

Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box. If an item is missing, leave the box blank and place a check mark in the box labeled ENTRY NOT EVALUATED. If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- TSA chapter content is present.
- The design brief solution is present.
- The website is compatible with different browsers, screen resolutions, and mobile devices.
- Completed LEAP Leadership Resume is present.
- ENTRY NOT EVALUATED

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 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.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.			
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 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 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 acceptable 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 enhance 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 is presented in detail.

Record scores in the column spaces below.



Website (continued) (130 points)			
Design brief solution (X3)	The design brief solution is addressed, but not in great detail; it is generally ineffective, 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 incorporated.
			SUBTOTAL (130 points)

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

Indicate the rule violated: _____

Semifinalist Interview (70 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 to the challenge.	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)	The team is verbose and/ or uncertain in its interview; participants' posture, gestures, and lack of eye contact diminish the interview.	The team is somewhat well-spoken and distinct in its interview; participants' posture gestures, and eye contact are acceptable in the interview.	The team is well-spoken and distinct in its interview; participants' posture, gestures, and eye contact result in a polished, natural, and effective 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 the interview, which becomes less of a question and answer session and more of a conversation about the topic and solution.
LEAP Leadership Resume/Interview See Regulation I and instructions on TSA website (X2)	The team's efforts are not clearly communicated, lack detail, and/ or are unconvincing; few, if any, attempts are made to identify and/or incorporate the LEAP Be. Know. Do. criteria.	The team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the LEAP Be. Know. Do. criteria is adequate.	The team's efforts are clearly communicated, fully-detailed, and convincing; identification and/ or incorporation of the LEAP Be. Know. Do. criteria is excellent.
			SUBTOTAL (70 points)



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

Indicate the rule violated: _____

(To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.)

TOTAL (200 points)

Comments:

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

Evaluator

Printed name: _____

Signature: _____