WEBMASTER

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"). Semifinalists participate in an onsite 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

One (1) team of three to five (3-5) members per TSA chapter may participate, one (1) entry per team.

TIME LIMITS

1. The Universal Resource Locator (URL) and all components of the chapter's entry must be submitted to webentry@tsaweb.org by 11:59 pm Pacific Daylight Time (PDT) on May 15th.

   a. Note: After 11:59 pm on May 15th changes should not be made to the website.

   b. If a team makes changes or updates to the entry after the submission deadline, those changes are not considered.

   c. The URL must point to the main web page of the career and technology/engineering program or TSA chapter portion of the team entry.

   d. Email verification of each team's entry is made by June 10th.

   NOTE: This procedure applies to the national TSA competition only — entry procedures for state conferences are handled by each state.

5. Semifinalists participate in an onsite interview that lasts approximately five to ten (5-10) minutes.

6. 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

A team LEAP Report is required for this event and must be submitted at event check-in (see LEAP Program).

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRELIMINARY ROUND

1. Participants obtain the event design brief from the national TSA website. (Criteria for the middle school and high school events are different.)

2. 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.

3. During the current school year, participants design an original website that must feature the following components:

   a. the school's career and technology/engineering program,

   b. the TSA chapter, and

   c. the chapter's solution to the design brief

4. A LEAP Report must be submitted with the event entry (in PDF format). The document must be submitted as an attachment to the email containing the chapter's entry (URL).

5. The entries are evaluated prior to the National TSA Conference so that judges have ample opportunity to review them online.

6. A semifinalist list of twelve (12) teams (in random order) will be posted at the National TSA Conference one (1) day prior to the interview.

SEMIFINAL ROUND

1. 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.

2. Semifinalist teams will answer questions about their entry.

3. The LEAP interview will be conducted immediately following the event-specific interview.

4. Judges independently assess the interviews, including each team's LEAP Report.

5. The top ten (10) finalists will be announced at the awards ceremony.

REGULATIONS

PRELIMINARY ROUND

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. All portions of the website entry must be the original work of the team members.

C. Created entirely during the current school year, each website 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.

D. 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. Any resources, such as references used must be cited properly and all attributions must be posted on an "About" section or page that is easy to locate.

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. Use 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.

SEMIFINAL ROUND

A. Each chapter selects up to five (5) team members to represent the chapter in the onsite interview.

B. The LEAP Report

1. Teams document the leadership skills the team developed and demonstrated while working on this event, and on a non-competitive event leadership experience.

2. Teams will respond to questions about the content of the LEAP Report as part of the LEAP interview, which will be conducted immediately following the event-specific interview.

3. Specific LEAP Report regulations can be found in the LEAP Program section of this guide and on the TSA website.

EVALUATION

PRELIMINARY ROUND

1. The team's entry, targeting overall design and originality, career and technology/engineering content, and local chapter information

2. The scope and sequence of the design brief solution

3. The website's compatibility with different browsers and screen resolutions

4. The appropriate use of new Internet and web-based applications

SEMIFINAL ROUND

1. The event-specific interview and the team's knowledge and expertise pertaining to the entry in the following areas:

   a. overall website design and originality

   b. career and technology/engineering program

   c. TSA chapter information

   d. design brief

   e. website compatibility with different browsers, monitor resolution, plug-ins, etc.

2. The content and quality of the LEAP Report and interview

Refer to the official rating form for more information.

STEM INTEGRATION

This event aligns with the STEM educational standards of Science, Technology, Engineering, and Mathematics.

CAREERS RELATED TO THIS EVENT

- Computer engineer
- Webmaster
- Website designer
- Web technician

WEBMASTER

2019 & 2020 OFFICIAL RATING FORM

HIGH SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, 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.

Go/No Go Specifications

- 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 next to the item 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 Report is present.
- ☐ ENTRY NOT EVALUATED

WEBSITE (130 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 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 navigate the website.	The layout is exceptionally user-friendly; 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.	

WEBSITE (130 points) – continued				
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.	
			WEBSITE SUBTOTAL (130 points)	

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	

PRELIMINARY SUBTOTAL (130 points)	

SEMIFINAL INTERVIEW (68 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	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.	Participants exhibit an understanding of the concepts in the project.	Participants show clear evidence of a thorough understanding of their 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.	

SEMIFINAL INTERVIEW (68 points) – continued				
LEAP Report/ Interview (18 points; 10% of total event points)	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 SLC Practices and Behaviors.	The team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the SLC Practices and Behaviors is adequate.	The team's efforts are clearly communicated, fully-detailed, and convincing; identification and/or incorporation of the SLC Practices and Behaviors is excellent.	
		SEMIFINAL INTERVIEW SUBTOTAL (68 points)		

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

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (68 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (198 points)**

Comments:

_____

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

JUDGE

Printed name: _____ Signature: _____

WEBMASTER
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator

B. Judges:

1. Preliminary round for pre-conference evaluation of websites, two (2) or more

2. Semifinal round, semifinalist interviews, two (2) or more

MATERIALS

A. Coordinator's packet, containing:

1. Event guidelines, one (1) copy for the coordinator and for each judge

2. TSA Event Coordinator Report (Entries are evaluated before the conference and only scores of the semifinalists are needed onsite. These scores and any other materials required for judging are brought to the conference by the coordinator.)

3. List of judges/assistants

4. Pre-populated flash drives for judges

5. Results envelope

6. Envelope for LEAP Reports

7. LEAP Interview Judging Protocol

B. List of questions for onsite 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 judges can post the conference semifinalist list on the first full day of the National TSA Conference and have plenty of time for the onsite interviews.

RESPONSIBILITIES

PRE-CONFERENCE

1. 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.

2. Compile all team LEAP Reports for use in the onsite semifinalist round at the National TSA Conference.

3. Manage communication and pre-conference evaluation of entries (at least two [2] judges are recruited earlier in the year).

4. Collect completed entry scores, and have these scores at the conference.

AT THE CONFERENCE

1. Attend the mandatory coordinator's meeting at the designated time and location.

2. Report to the CRC room and obtain the coordinator's packet; check the contents.

3. Review the event guidelines and check to see that enough judges/assistants have been scheduled.

4. 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.

SEMIFINAL ROUND

1. 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.

2. At least one (1) hour before the event is to begin, meet with semifinalist judges to review the time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

3. Distribute guidelines for the interview to the judges.

4. Semifinalist teams report to the event area and sign up for an interview time.

5. Manage completion of the onsite interviews.

6. Decisions about rules violations must be discussed and verified with the judges, event coordinator and CRC manager to determine either:

    a. To deduct 20% of the total possible points or

    b. To disqualify the entry

    c. The event coordinator, judges, and CRC manager must all initial either of these actions on the rating form.

7. The LEAP interview will be conducted as part of the semifinalist interview and will last a maximum of five (5) additional minutes.

8. Judges determine the ten (10) finalists and discuss and break any ties. (Determine the procedure for breaking ties before the onsite competition begins.)

9. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.

10. If necessary, manage security and the removal of materials from the event area.