

ENVISION  
EMPOWER

*Ignite*



2020-2021

BUSINESS PROFESSIONALS OF AMERICA

MEMBER  
PROGRAM GUIDE

PRESENTED BY:



Association  
of International  
Certified Professional  
Accountants®

The unified voice of AICPA and CIMA

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**BUSINESS  
PROFESSIONALS  
of AMERICA**  
Giving Purpose to Potential

# WELCOME

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It is my pleasure to welcome you to the 2020-21 membership year of Business Professionals of America! Whether you are returning in-person or virtually this school year, know that the National Board of Trustees and National Staff are here to help make this year the best one ever for you. We are excited to see how this year's theme, **Envision. Empower. Ignite.** will inspire each of us to achieve dynamic growth through our association.

We value our student members, advisors at the local and state levels, alumni, and business partnerships. Each participant brings important and valuable resources to one another. We thank our local and state advisors for the dynamic and dedicated work they do to further the mission of our organization. Alumni members bring a collegial respect and support for our student members and advisors at all levels. Our business partnerships bring realism and a true sense of purpose for development and polish to our student members through our various programs and workplace skills assessments. Thank you, all, for helping to achieve the aim of developing and empowering student leaders.

Expect a great year with Business Professionals of America. The National Board of Trustees, National Staff, and our National Officer Team are planning for it to happen for you! Envision the best. Empower those around you through kind words and respect. Ignite a desire for success within yourself.

I look forward to seeing you in Orlando at Disney's Coronado Springs Resort for this year's celebration of your achievement and success!

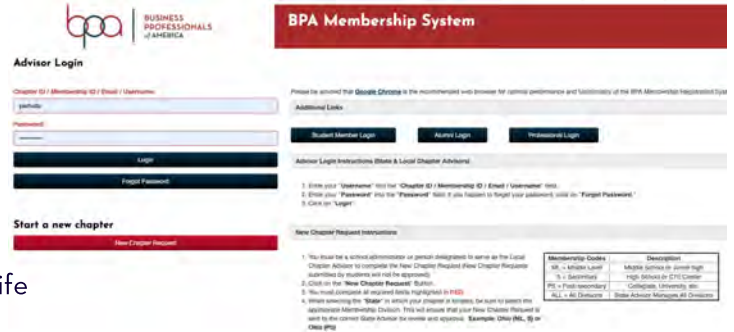
Respectfully,

Debbie Darnell  
Chair, National BPA Board of Trustees  
Business Professionals of America

## NEWLY IMPROVED MEMBERSHIP REGISTRATION SYSTEM

National BPA is excited to announce the launch of a new and improved BPA Membership Registration System for the 2020-2021 membership year! The BPA Membership Registration System has undergone a major overhaul to deliver improved features and functionality. There will be training opportunities and numerous resources to help learn how to navigate the system and best manage chapters. We are confident that both students and advisors will appreciate the following features that this system will provide, including:

- Fresh new look
- Ease of navigation
- Enhanced reporting features
- Increased functionality
- Improved Torch Awards portal
- Digital certificates
- Unique member ID tracks member for life



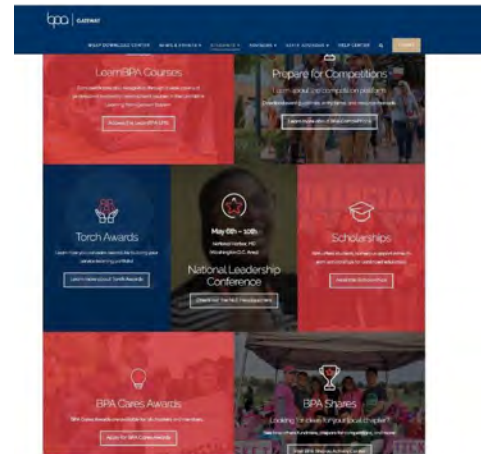
This system will also now accept credit card payments (**\*a 3% processing fee will be applied to all invoices paid by credit card**). To access the new Membership Registration System visit [register.bpa.org](https://register.bpa.org).

## BPA MEMBER GATEWAY - NEW MEMBERSHIP BENEFIT FOR 2020-2021

The BPA Member Gateway is the ultimate resource and interactive community dedicated to students, advisors, classroom and chapter resources. The BPA Member Gateway can be accessed at: <https://members.bpa.org>. Here you will be able to access links, tools, curriculum and communications exclusive to BPA members. Resources available to all BPA members and content is curated by member type (Student, Advisor, State Advisor).

It is the main resource for all BPA related material, including, but not limited to:

- WSAP Download Center
- WSAP Contest Preparation Resources
- WSAP Competition Presentation Template Package
- BPA Cares & Scholarship Portal
  - All Applications in one portal
- Learning Management System
  - Student Certification Series (Level One and Level Two)
  - Advisor Certification Series
  - Diversity & Inclusion Training
  - BPA Shares - Best Practice Sharing Portal
  - BPA LEADS - Leadership Course



**NOTE: Membership invoices must be submitted before a student member will have access to these resources.**

## ADVISOR PROFESSIONAL DEVELOPMENT CONFERENCE

**October 2, 2020 from 1:00 - 5:00 PM (ET) | October 3, 2020 from 11:00 AM - 3:00 PM (ET)**

National BPA recognizes that student growth and leadership development starts with their local advisor and/or other local educator influences. That is why BPA is excited to announce a brand new Advisor Professional Development Conference as part of our continued educational enrichment and year-round development offerings. Sponsored by AICPA, this conference will provide hands-on workshops, educational enrichment, networking and best practice idea exchange. The BPA Advisors Professional Development Conference will also offer advisor attendees the opportunity to earn up to 10 hours of Continuing Education Units (CEUs).

### **Conference session highlights include but are not limited to:**

- Industry certifications
- BPA Advocacy and Awareness
- Standards and Alignment
- Human Intelligence and much more!

For more information and to register, visit: [members.bpa.org/fallconferences](https://members.bpa.org/fallconferences).

## OFFICER LEADERSHIP SUMMIT

**November 14, 2020 from 11:00 AM - 2:00 PM (ET) | November 15, 2020 from 12:00 PM - 2:00 PM (ET)**

In an effort to encourage year-round engagement, BPA will launch a new Officer Leadership Summit that offers state officers, local officers and Middle Level leaders the opportunity to further develop leadership skills and maximize the experience within their BPA chapter. Officers receive training and enrichment opportunities at the state and local level throughout the membership year and the Officer Leadership Summit will be an additional opportunity to create community, learn new tools, and refine their leadership skills. The experience will be available to all officers across the organization.

### **Summit focus:**

- Skillset - Explore how to leverage the wide array of offerings available to BPA members and encourage them to maximize their opportunities.
- Mindset - Develop a leader's mindset by focusing on continuous improvement and character development.
- Toolkit - Unpack tools for officers to put action toward their leadership, project management, and team-building goals.

More information, will be available on the BPA Gateway at: [members.bpa.org/fallconferences](https://members.bpa.org/fallconferences).

## BPA BOOTCAMP

**November 6, 2020 | Morning Session: 9:00 - 11:00 AM (ET) | Afternoon Session (repeat of Morning Session): 12:30 - 2:30 PM (ET)**

**November 7, 2020 | 11:00 AM - 2:00 PM (ET)**

The BPA Platform and all of the opportunities within the BPA 365 model can be overwhelming for our student members and local chapter advisors. The BPA Bootcamp will be an engaging experience focused primarily on education opportunities, best practices for competition preparation, and member engagement in awareness of resources. National BPA will host a two-day virtual Bootcamp focused on multiple facets of BPA 365 Opportunities and best-practices for membership engagement.

More information, will be available on the BPA Gateway at: [members.bpa.org/fallconferences](https://members.bpa.org/fallconferences).

## PRESIDENT'S VOLUNTEER SERVICE AWARD



### Deadlines

- March 1st

Service to others is one of the pillars to the Mission of Business Professionals of America. Members are encouraged to give back to their school, local and national communities in an effort to learn and develop professionally, while improving the circumstances of those they encounter.

BPA is proud to be selected as a certifying organization for the President's Volunteer Service Award, which is a program created by the White House and administered through the Points of Light Foundation. The purpose of this award program is to thank and honor Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service.

To apply for a PVSA, visit <https://bpa.org/students/scholarships-and-awards/presidents-volunteer-service-award/> and download the PVSA Workbook. This spreadsheet will allow participants to record their service activities and tally their volunteer hours. When finished with recording activities, participants will then visit the same web link and complete the online application, uploading the PVSA Workbook in that process. Once the service activities are reviewed, participants will be notified if there are any questions or if their application has been approved.

All activities eligible for PVSA consideration must take place within the BPA service year, which is from March 2nd to March 1st annually. Awardees will be notified of their status and the awards will be presented on-stage at the National Leadership Conference during the National Honor Awards Ceremony on Friday, May 7, 2021 in Orlando, FL.

For questions regarding the President's Volunteer Service Award, please visit the award website at <https://www.presidentialserviceawards.gov/> or contact Brigette Bethea, Director of Leadership Development, at [bbethea@bpa.org](mailto:bbethea@bpa.org).

## BPA CARES

### Deadlines

- BPA Cares (Professional Awards): March 1st
- BPA Cares (Service Learning & Special Recognition): March 25th

A chapter aligned with the goals and mission of the Business Professional of America (BPA) also has a core value of service. Business Professionals of America recommends chapters become involved in BPA Cares programs to highlight individual and chapter accomplishments. Participation in this program means that members are engaging in worthwhile projects that support the betterment of their community while having the opportunity to receive recognition from the national organization.

This membership year, our illustrious alumni have the opportunity to participate in BPA Cares with either a state alumni division chapter or the National Alumni Division as well. Alumni chapters are now able to participate in the many BPA Cares program that are offered.

More information about BPA Cares can be found online at: <https://bpa.org/students/bpa-cares/>.

## ADVISOR CERTIFICATION SERIES

### Series Opens: TBD

The Advisor Certification Series returns for the 2020-2021 membership year and will cover BPA related topics through webinars and follow-up assignments. The objective of this program is to train local advisors in areas of BPA such as Torch Awards, BPA Cares, member recruitment. Visit the BPA Gateway for more information.

## ADVISOR CONNECTIONS PROGRAM

We are excited to launch “ADVISOR CONNECTIONS” for the 2020-2021 membership year! This virtual meeting platform has been developed specifically to provide additional support to our new local advisors, but of course any advisors are welcome to attend.

This opportunity will provide you with more information about specific BPA programs and resources available, and allow you to build connections with our national staff, as well as other local advisors. We understand that it can be overwhelming serving as a BPA advisor, so we are here to help answer your questions and equip you with the tools necessary to maximize the success of your chapter.

These sessions will be live Zoom meetings, with plenty of time allocated to answer any questions you may have. Please make plans to join us as we connect and help enhance your membership experience.

To access the full Advisor Connections schedule visit the BPA Gateway at: [members.bpa.org/advisors](https://members.bpa.org/advisors).

## STUDENT CERTIFICATION SERIES LEVELS 1 & 2

We offer an enhanced certification series for all of our students to make sure they get the most out of their experience with Business Professionals of America! We understand participating in a CTSO like Business Professionals of America can raise questions for students: Where do you start? Who do you go to? How can you take advantage of all the opportunities available? That’s why the National Officer Team put together our unique Student Certification Series to provide our student members with information and resources to become successful in BPA and Life.

### SCS Level 1 - Opens September 18

The Student Certification Series Level 1 covers BPA-related topics through webinars and follow-up assignments. The objective of this program is to train you in areas of BPA such as Torch Awards, BPA Cares, member recruitment, and more. SCS Level 1 will orient student members to the ins and outs of a successful BPA journey.

### SCS Level 2 - Opens September 18

The Student Member Certification Series Level 2 covers advanced BPA member topics such as time management, BPA advocacy, additional BPA leadership opportunities, and personal brand management. Additionally, all activities in the Student Member Certification Series Level 2 can also be used for Torch Points under the Leadership category.

To access the Student Certification Series program, visit: [members.bpa.org/learn](https://members.bpa.org/learn).

## TORCH AWARDS PROGRAM

### Deadline

- Ambassador Torch Award: March 25th

The Business Professionals of America Torch Awards Program is designed to promote professionalism and leadership in both career development and personal growth.

Students complete activities in the seven Torch categories: Leadership; Service; Cooperation; Knowledge; Friendship; Love, Hope, Faith; and Patriotism - then log their activities in an online Torch Résumé.

This membership year, the Torch Awards Program activities will see some updates to allow members to maximize on this opportunity, adapting to our ever-changing environment. Members will be able to maximize points gained during virtual engagement activities and highlight their connectedness and involvement in social justice and humanitarian efforts across the nation.

More information about Torch Awards can be found online at: <https://bpa.org/torch-awards/>.

FACEBOOK BLUEPRINT'S  
DIGITAL MARKETING CERTIFICATION

# Prepare for your future

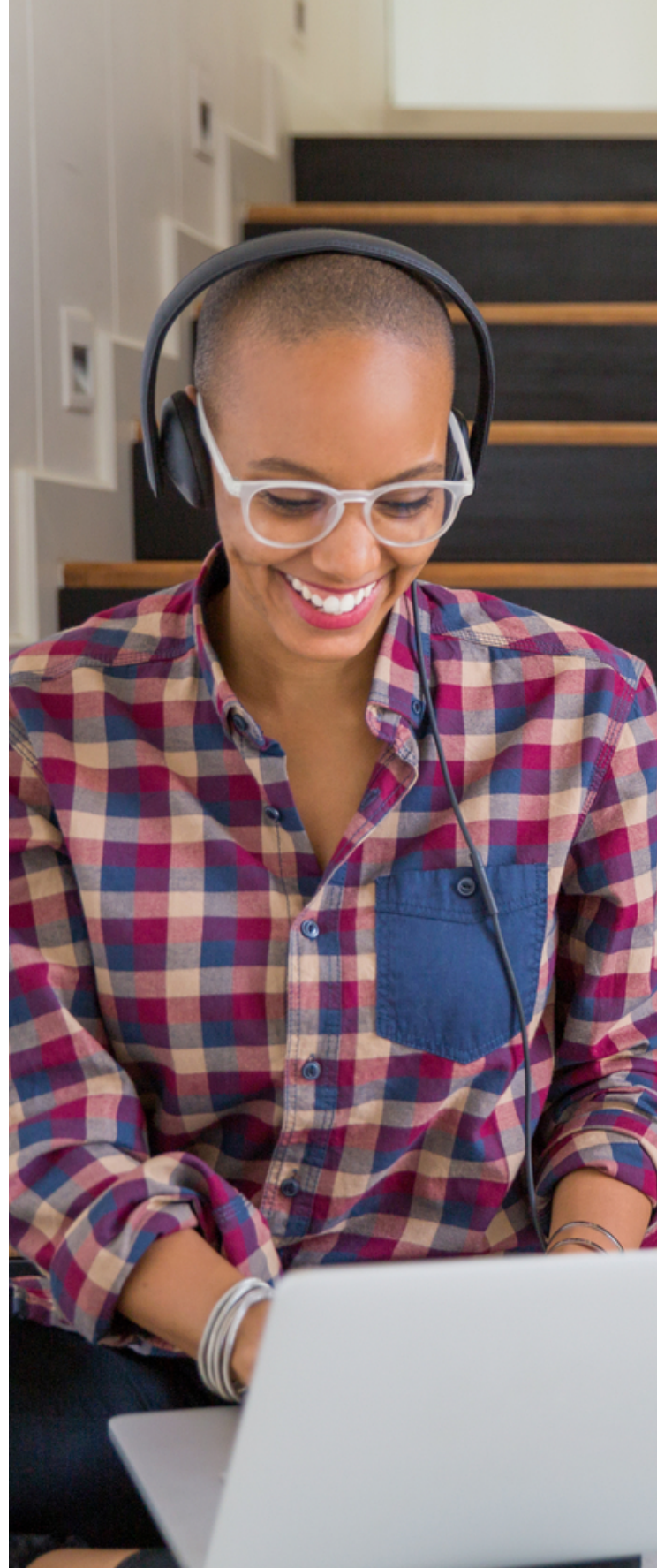
## Increasing demand for digital skills

Get job-ready this fall with Facebook Blueprint's Digital Marketing Associate Certification.

Now, more than ever, digital skills are critical for businesses worldwide. Research shows that the demand for digital-related marketing jobs are growing 30% faster than overall marketing positions. In fact, digital marketing remains the top area of demand for marketing talent—ahead of creative services—with digital advertising being the most sought-after skills.

## Earn a Facebook Certification and prove your expertise

Learn at your pace with our free Facebook Blueprint [online content](#) and build your pathway to certification. Our new associate-level certification will give you credentials with real-world and industry-ready skills. Support your community and career with a [Facebook Certified Digital Marketing Associate Certification](#). Start your career journey today!



[fb.me/BPAskills](https://fb.me/BPAskills)

Source: "Demand for Digital Marketing Skills Doubles" - Burning Glass Technologies;  
"Marketing Hiring Trends Report" by McKinley Marketing Partners  
(survey of 329 marketing professionals in the United States)

FACEBOOK

# 2021 NATIONAL LEADERSHIP CONFERENCE

## ORLANDO, FL

Wednesday, May 5 - Sunday, May 9

(Opening Session May 5 | Closing Awards Session May 8) | [bpa.org/nlc](http://bpa.org/nlc)

### Full Registration

Open to registered advisors and students only

#### Early Registration Fee Deadline:

Feb. 28 - April 1  
\$125.00

During this period Advisors and Students may register online for conference registration, competitive event registration, housing, and general conference activities. Housing at an official NLC property is still required after this deadline, but may be located off-site.

#### Late Registration Fee Deadline:

April 2 - April 8: \$145.00  
On-site Registration Fee: \$145.00

During this period Advisors and Students may register online for general conference activities (based on availability). Online competitive event registration is not available during this time. Housing at an official NLC property is still required after this deadline, but may be located off-site.

### Guest Registration

Open to guests of the conference. Guests must be registered by an official advisor

#### Early Registration Fee Deadline:

Feb. 28 - April 1  
\$90.00

During this period, Chaperones and Guests may register online for conference registration, housing and general conference activities.

#### Late Registration Fee Deadline:

April 2 - April 8: \$115.00  
On-site Registration Fee: \$115.00

During this period, Chaperones and Guests may register online for general conference activities (based on availability).

### NLC HOUSING

Housing reservations open on February 28 and must be submitted via the BPA NLC Conference Registration System. Registered students, advisors and chaperones are required to stay at an official conference property. Failure to comply will result in disqualification. Independent and National Virtual chapters will be assigned based on availability. Taxes & fees are subject to change. BPA reserves the right to re-assign delegate housing should the need arise. A limited number of hotel rooms are available for pre- and post- conference stays. The official stay for the 2021 National Leadership Conference is Wednesday, May 5 - Sunday, May 9, 2021. Official NLC properties are Disney's Coronado Springs Resort and Disney's Yacht Club Resort. Conference rate and state assignments TBA.

### NATIONAL MEMBERSHIP DUES ASSISTANCE PROGRAM

With the recent economic impact of the COVID-19 pandemic, there are many people across the country that have faced disruption. This includes many parents that support their child's participation in BPA. As a result, there may be a large number of BPA students that are faced with the decision of having to choose between BPA and other opportunities due to limited finances. National BPA is launching a campaign in partnership with the National BPA Alumni Division to raise financial support and sponsor National membership dues for students faced with this difficulty, giving them a chance to continue their involvement with BPA. Please be sure to review all criteria to ensure student eligibility prior to completing and submitting the online form\*.

Students who receive financial assistance through this program will be encouraged to participate in at least one of the following National BPA Student Member Leadership Programs and affirm that they intend to do so:

- BPA Student Certification Series (Level 1 and/or 2)
- Torch Awards Program
- BPA Cares Program
- BPA Leads

Advisors can learn more about the National Membership Dues Assistance Program and nominate a student in the Advisors section of the BPA Gateway at: <https://members.bpa.org>.

(\*student is responsible for state association and chapter dues if applicable)

## NATIONALLY ISSUED CUSTOM LOGO PACKAGES AND BRAND GUIDELINES

The National Center recognizes many State Associations, Chapters and BPA members use the Business Professionals of America logo. It is our intention to ensure that the use is consistent and cohesive. Brand Guidelines have been established to provide our organization with the tools to keep the Business Professionals of America brand steady and are not just about setting rules. The Brand Guidelines include more than just a color palette and versions of our logo. It contains specific guidance, standards and uses for the brand and logo elements. The Brand Guidelines can be accessed online at: <https://bpa.org/about-us/media-center/brand-guidelines>.



In addition, with the new logo and updated brand identity, the National Center has been helping to ensure that nationally issued custom logo packages are made available to states and chapters. Each State Association received a customized logo package that included nationally approved logo variations to use in full-color, as well as one color, black, and white reverse formats. Each logo package includes jpg, png and eps file formats for use.

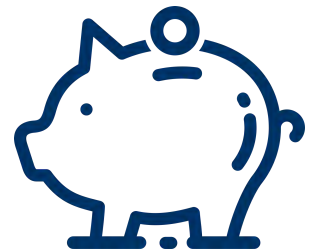
To ensure proper, compliant usage and messaging, the National Center has made it possible for chapter advisors to request their nationally-approved custom logo package by completing an online request form at: <https://members.bpa.org/advisors>.



## BPA SCHOLARSHIPS

**Application Deadline - March 28, 2021**

Business Professionals of America is proud to partner with organizations in an effort to award various scholarships and awards to students each year. For many years, the generous support received by partners and donors has helped to make BPA students' goals of pursuing higher education a reality for both Secondary and Post-secondary level members.



To learn about and apply for the scholarship opportunities available to members of Business Professionals of America, please access the appropriate division scholarship applications which can be found online at: [members.bpa.org/scholarships-and-awards](https://members.bpa.org/scholarships-and-awards). Scholarships include:

- Sherrell Wheeler Scholarship - Scholarship amount varies
- Tomorrow's Business Professionals Scholarship/ National Officer Team - Scholarship Amount Varies
- National Technical Honor Society Scholarships - Three (3) \$1,000 scholarships

## STUDENT OF THE YEAR AWARD RECOGNITION

**Application Deadline - March 28, 2021**

The purpose of the Student of the Year Award is to recognize those students who have made significant contributions to Business Professionals of America as a student member. Applicants must be registered student members in good standing with Business Professionals of America and meet additional established criteria.

More information about the Student of the Year award can be found online at: [members.bpa.org/scholarships-and-awards/](https://members.bpa.org/scholarships-and-awards/).



# BPA LEADS: FALL LEADERSHIP ACADEMY

Registration: September 14 - 25, 2020

Program Runs Weekly from September 21 - November 9

BPA is proud to be partnering with the Lead4Change Student Leadership Program to provide BPA Lead's Fall Virtual Leadership Academy. The program will kick off Monday, September 21st, and run for eight weeks concluding on Monday, November 9th. This series will offer BPA student members the opportunity to lead, create, and implement team projects designed to meet a need in their school, local or global community.

During this series, students will acquire and practice essential skills that will mold them into influential leaders. Students will participate in activities that will enable them to learn to know themselves, work with a team, create a vision, and believe in their ability to reach that future vision. The Fall Leadership Academy is a free offering to BPA student members and a way to create community as we build critical leadership skills!

After completing the full Lead4Change course, participants will be able to enter their projects (via their chapter advisor) in the Lead4Change Challenge. The Challenge provides an opportunity to win up to \$10,000 for your school or community organization to continue the work you started during the Fall Leadership Academy. Students will also receive course completion certificates from BPA Leads and Lead4Change to recognize their engagement. BPA will also award a BPA Leads Digital Badge to participants who attend the course. To learn more about Lead4Change, visit: [lead4change.org/join](https://lead4change.org/join).

bpa   LEADS FALL PROGRAM	
All Sessions Run from 7:00 - 8:00 PM ET	
<b>WEEK 1</b>	<b>Monday, September 21</b> <b>INTRODUCTION</b> Welcome, introductions and program overview. <b>Facilitators:</b> Brigette Bethea - Director of Leadership Development, BPA, David Novak - Lead4Change
<b>WEEK 2</b>	<b>Monday, September 28</b> <b>Lesson #1: BE YOUR BEST SELF</b> Creativity/Innovation: Self-Reflection, Self-Awareness, Positive Self-Talk. <b>Presenter:</b> Allison Silverman, New York
<b>WEEK 3</b>	<b>Monday, October 5</b> <b>Lesson #2: BUILD A TEAM OF AVID LEARNERS</b> Collaboration/Critical Thinking: Working Collaboratively, Building Consensus, Building Team Trust, Research Skills, Defining Need, Citizenship: Being a Difference Maker. <b>Presenter:</b> Terri King, Washington
<b>WEEK 4</b>	<b>Tuesday, October 13</b> <b>Lesson #3: CREATE A TEAM STRUCTURE AND CULTURE</b> Creativity/Innovation: Collaboration, Critical Thinking, Brainstorming, Strategically Setting Big Goals, Project Development, Identifying Solutions, Goal Refinement, Branding the Team, Establishing Attainable Goals, Assessing Self/Team Plan. <b>Presenter:</b> Suzie Melton, North Carolina
<b>WEEK 5</b>	<b>Monday, October 19</b> <b>Lesson #4: YOU HAVE TO BELIEVE IT CAN BE DONE</b> Communication/Collaboration: Communicating the Vision, Action Planning, Setting Deadlines, Defining Roles, Understanding Your Own Strengths and Weaknesses, Matching People Skills with Project Needs, Open to New Ideas, Communicate Clearly and Concisely, Gaining Alignment, Identify and Understand Your Target Audience, Motivate Others to Join. <b>Presenter:</b> Larry Ambriz, California
<b>WEEK 6</b>	<b>Monday, October 26</b> <b>Lesson #5: MARKET AND BE THE CHANGE</b> Problem Solving/Marketing: Capture Attention, Refine Message to Be Enhancing and Effective, Define Solution to Problems, Networking, Delivering Your Message in Multiple Formats, Tracking Progress, Benchmarking, Overcoming Obstacles, Adapting in Change, Targeted Problem Solving. <b>Presenter:</b> Dr. Carlo Kent, Kentucky
<b>WEEK 7</b>	<b>Monday, November 2</b> <b>Lesson #6: SHARE YOUR STORY, THE CHANGE IS NEVER OVER</b> Innovation/Communication: Celebrating Success, Reflection and Evaluation, Creating a Vision for the Future, Identifying Personal Impact and Growth, Communicate Team Results, Self and Group Reflection, Organization, Meeting Deadlines, Presentation skills. <b>Presenter:</b> Linda Spahr, Maryland
<b>WEEK 8</b>	<b>Monday, November 9</b> <b>Wrap-up and Next Steps</b> Participants complete online form and state next steps for taking their leadership project plan to implementation once back in their Chapters and reflect on how they grew their leadership skills through this course. <b>Facilitators:</b> Brigette Bethea - Director of Leadership Development, BPA, David Novak - Lead4Change

## BPA WEBINAR SERIES

BPA offers a wide range of webinars throughout the membership year designed to educate, train and inform our members. We highly encourage you to participate in these webinars to learn more about our organization and enhance your overall BPA experience. In order to dedicate more time to answer specific questions that members have pertaining to webinar topics, our model has changed for the 2020-2021 membership year.

All webinars outlined in the schedule will be made available on Monday's by 10:00 a.m. Eastern Time at [members.bpa.org/calendar/webinar-series](https://members.bpa.org/calendar/webinar-series).

A live Q & A session will be held via Zoom on Thursday's of the same week from 6:00 p.m. to 7:00 p.m. Eastern Time.

Members are also encouraged to e-mail questions to the national staff member hosting each webinar. All questions asked in advance will be responded to personally and addressed during the live Q & A session.

To access the full Webinar Series schedule, visit <https://bpa.org/events/webinar-series/>.

# WORKPLACE SKILLS ASSESSMENT PROGRAM (WSAP) MAJOR CONTENT / PLATFORM CHANGES

## 100's - Finance

- New Contest - (170) Financial Audit (PS) - Pilot
  - Method of Assessment: Presentation based on topic
  - NOTE: Contest will operate similar to Human Resource Management
- (100) Fundamental Accounting Eligibility statement updated to read - "Limited to Secondary student members who have not completed their first-year of accounting. Contestant may not enter Fundamental Accounting and Advanced Accounting in the same year. This event may not be repeated."

## 200's - Business Administration (BA)

- Remove ICD-10 from the 200's; moved to the 600's - Health Administration
- Remove Medical Office Procedures from the 200's; moved to the 600's - Health Administration

## 300's - Management Information Systems (MIS)

- New Contest - (355) Python Programming (S | PS) - Pilot
  - Method of Assessment: Application
- Remove Visual Basic from (330) Visual Basic/C# Programming. The new contest name will be (330) C# Programming (S | PS).
- Remove "Pilot" from (350) Linux Operating System Fundamentals (S | PS) and adopt as a full event.

## 400's - Digital Communication Design (DCD)

- (415) Digital Publishing renamed to (415) Advanced Desktop Publishing
- (445) Broadcast News Production Team (S) will also be offered at the Post-secondary level and will be renamed (445) Broadcast News Production Team (S | PS)
- New Contest - (450) Podcast Production Team (S | PS) - Pilot
  - Method of Assessment: Technical Project / Judged Presentation

## 500's - Management Marketing Communications (MMC)

- (540) Ethics and Professionalism (PS) will also be offered at the Secondary level and will be renamed (540) Ethics and Professionalism (S | PS)

## 600's - Health Administration (HA) - Newly created for 2020-2021

- New Contest - (600) ICD-10-CM Medical Diagnostic Coding (S | PS)
  - Method of Assessment: Objective Test / Application
- New Contest - (605) Health Insurance & Medical Billing (S | PS) - Pilot
  - Method of Assessment: Application
- New Contest - (610) Health Administration Procedures (S | PS)
  - Method of Assessment: Objective Test / Application
- New Contest - (615) Health Leadership - Special Topics (S | PS) - Pilot
  - Method of Assessment: Judged Presentation based on topic
- New Contest - (620) Medical Terminology Concepts Open (S | PS) - Pilot
  - Method of Assessment: Objective test

## 900's - Middle Level (ML)

- New Contest - (990) Human Resource Exploration (ML) - Pilot
- Remove "Pilot" from (920) Digital Citizenship (ML) and adopt as a full event.

# WORKPLACE SKILLS ASSESSMENT PROGRAM (WSAP) MAJOR CONTENT / PLATFORM CHANGES

## V's - Virtual Events

- New Contest - (V10) Virtual Branding Team (ML | S | PS) - Pilot
- Remove "Pilot" from (VO9) Financial Portfolio Management Team and adopt as a full event.

## General WSAP Updates (applicable to multiple competitive events)

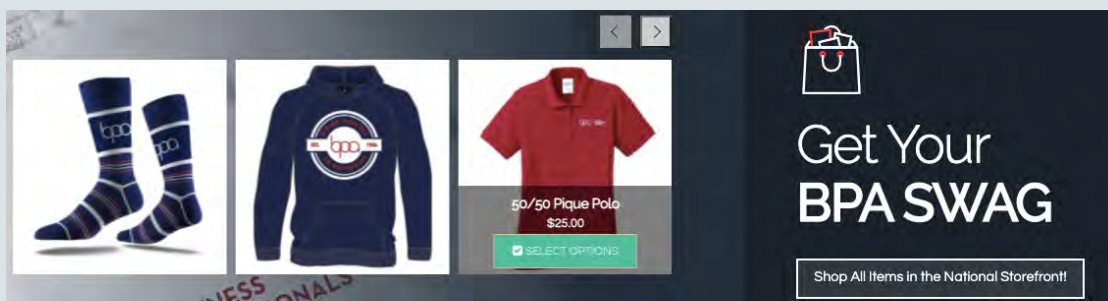
- The requirement for individual/team entry forms has been removed from all competitive events.
  - NOTE: Release forms are still required per the individual WSAP Competitive Event guidelines.
  - NOTE: Required information will be collected during the pre-submission process.
- All WSAP Competitive Event competencies/objectives have been reviewed and updated (refer to the individual WSAP contest pages in the September 1, 2020 WSAP Manual Release). Please pay close attention to the competency/objective changes as you prepare for your events.
- All judged event rubrics have been updated to more closely align to the new competencies/objectives. Please pay close attention to the rubric changes as you prepare for your events.
- Office 2019 will be used in the 2021-2022 membership year.
- Page 17 of the WSAP, the statement "Events that utilize images (photographs, video or audio) require a Release Form for each individual represented in the project. In addition, even if the individual is a participating student in the event." has been changed to **"Events that utilize images (photographs, video or audio) require a Release Form for each individual represented in the project. In addition, each student competing in the event must sign a Release Form as well."**

## Updates to Style & Reference Manual

- Competitor(s) must use their BPA Member ID in the document header for the Report format, Works Cited and any other Style & Reference Manual formats. The "Specifications" section for each related competition additionally states that competitor(s) should use their Member ID.
- Thirteenth (13th) bullet point on page one (1), "Enumerations and bullets are formatted the same way in letters and memos. (See memo for example.)" has been updated to read **"Enumerations and bullets should be double spaced and formatted the same way in letters and memos. (See memo for example.)"**

## BPA MALL

The BPA Mall launched on the [bpa.org](http://bpa.org) website in September 2019, opening up an online portal for members to purchase BPA merchandise and accessories. In addition to the BPA Storefront managed by the National Center, the BPA Mall also includes nationally authorized and approved vendors who deliver official National BPA products ranging from graduation regalia, officer pins, official uniforms and patches, and legacy merchandise, as well as includes a fundraising program partner. Visit the BPA mall at: [bpa.org/mall](http://bpa.org/mall).



# 2020-2021 CALENDAR

SEPTEMBER 2020	DATE	NOVEMBER 2020	DATE
WSAP Released	1	Fall Membership Early Registration Deadline	1
BPA Cares & BPA Torch Handbooks Released	1	Registration Deadline for All Virtual Events	1
New Chapter Welcome Webinar	7	BPA Boot Camp	6-7
Advisor Connections New Advisor Kick-off	9	BPA Officer Leadership Summit	14-15
National BPA Welcome Webinar	14	BPA Chapter Social Media Week	16-20
BPA LEADS: Fall Leadership Academy (REGISTRATION OPEN)	14-25		
Advisor Connections New Membership Registration System	16		
Student Certification Series Opens (Levels 1 & 2)	18		
BPA LEADS: Fall Leadership Academy Program Launch	21		
Virtual Events / National Showcase Webinar	21		
BPA Cares & Torch Awards Webinar	28		
Advisor Connections BPA Cares & Torch Awards	30		
OCTOBER 2020	DATE	DECEMBER 2020	DATE
Stukent Social Media Marketing Challenge (S)	1-31	ACTE CareerTech Vision 2020 Virtual Conference	3-4
Advisor Professional Development Conference	2-3		
Advocating for BPA Webinar	5		
Advisor Connections WSAP Competitive Events Overview/Updates (S/PS only)	7		
WSAP Competitive Events Webinar	12		
Advisor Connections WSAP Competitive Events Overview/Updates (ML only)	14		
		JANUARY 2020	DATE
		NLC Advisor Orientation Webinar	11
		Submission Deadline for All Virtual Events (VO1-VO10)	15
		Knowledge Matters Virtual Business Challenge Registration Opens (S)	21
		Advisor Connections State Conference Preparation	27
		FEBRUARY 2021	DATE
		Running for National Office Webinar	1
		Knowledge Matters Virtual Business Challenge (S)	1-26
		BPA WEEK	8-12
		Final Membership Deadline - NLC Qualifiers	15
		NLC Volunteer & Internship Program Webinar	22
		<b>Registration Opens for the 2021 National Leadership Conference</b>	<b>28</b>

# 2020-2021 CALENDAR

## MARCH 2021

## DATE

Submission Deadline BPA Cares (Professional)	1
Virtual Event Finalists (Top 10) Announcement Deadline	1
Advisor Connections NLC Preparation	24
BPA Cares Service Learning and Special Recognition Submission Deadline	25
Submission Deadline Ambassador Torch Awards	25
BPA Scholarship Application Deadline	28
Exploring NLC 2021 (Orlando, FL) Webinar	29
NBEA Annual Convention (New Orleans, LA)	30

## APRIL 2021

## DATE

NBEA Annual Convention (New Orleans, LA)	1-3
<b>NLC HOTEL REGISTRATION CLOSES / NLC COMPETITIVE EVENT REGISTRATION CLOSES/EARLY NLC REGISTRATION FEE DEADLINE</b>	1
Quality Chapter Distinction Due	1
National Officer Candidate Materials Due	1
Deadline for all National Non - Virtual Pre-submission Competitive Events	1
NLC Late Registration (NLC Late Registration Fee Imposed)	2-8

## MAY 2021

## DATE

<b>BPA National Leadership Conference - Orlando, Florida</b>	<b>5-9</b>
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## JUNE 2021

## DATE

CERTIFIED Annual Certiport Educator Conference	TBD
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## JULY 2021

## DATE

National Officer Training Meeting	TBD
National Summer Advisory Meetings	TBD

## AUGUST 2021

## DATE

Membership Registration System Opens	20
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STUKENT™



# STUKENT SOCIAL MEDIA MARKETING CHALLENGE WITH MIMIC SOCIAL

**CHALLENGE DATES: OCTOBER 1st - 31st**

Compete against your peers and gain real-world experience with the world's first social media marketing simulation, Mimic Social High School. This unique competition rewards you for learning marketable job skills. You'll launch and manage social media marketing campaigns, learn data analyzation techniques, make data-driven decisions relative to revenues and profits, and complete report-based strategy adjustments. \*Students must have a teacher advisor to participate.

## PRIZES:

- 1st Place: \$500
- 2nd Place: \$300
- 3rd Place: \$200

REGISTER TODAY FOR FREE AT:  
[STUKENT.COM/BPA-CHALLENGE](http://STUKENT.COM/BPA-CHALLENGE)

## VIRTUAL CONFERENCE OFFERINGS FOR REGIONALS AND STATES

National BPA is prepared and eager to assist those Regions and State Associations that find the need to host virtual competitive events this membership year. A custom solution was implemented for the 2020 Ohio BPA State Leadership Conference, which can be adapted and used to facilitate the competitive event process for other BPA stakeholder events, as well. The four components to a supported virtual conference include a Custom Conference Website, a Pre-submit System, Judge's Scheduling System, and an Online Testing Platform. Details for each are outlined below:

### Custom Conference Website

- Free training for Conference Administrator
- Branded for your Conference
- Tutorials for your members/competitors
- FAQ section
- Links to all Virtual Conference areas

### Pre-submit System

- Custom conference for the competitions you run virtually
- Customized rubrics and judge logins for all WSAP Judged Competitions
- Customized rubrics and judge logins for all WSAP Non-judged Competitions
- Customized rubrics for alternate competitions (e.g. scholarship applications/interviews and/or officer interviews)
- Results are available as a spreadsheet download
- Full training included

### Judge's Scheduling System

- A custom domain name for each virtual conference
- Custom judged event scheduling per individual contest judge
- Judge logins for viewing their custom presentation schedules
- Customization of events offered (e.g. State Association may not offer all contests, or would like to add additional events that require judges such as scholarship interviews or state officer interviews)
- Automatic email/SMS confirmations
- Automatic email/SMS reminders of presentation times (helps with judges/competitors who may be in different time zones)
- Full customization of messages, including the assignment of virtual conference rooms using UberConference
- Secure system for sharing of testing files
- Full training included

### Online Testing Platform

- Setup of all competition questions/answers into the system
- Full training on the system to include:
  - Result exporting and importing
  - Username/Password importing (based on DLG Conference Registration)
- Benefit: Cost savings

**For questions about National BPA Virtual Conference Solutions, or to inquire how to implement a virtual conference, please contact Patrick Schultz, Director of Technology Integration, at**

**[pschultz@bpa.org](mailto:pschultz@bpa.org).**

## KNOWLEDGE MATTERS OFFERS TWO VIRTUAL SIMULATION CHALLENGES for the UPCOMING MEMBERSHIP YEAR (Secondary Division)



Business Professionals of America and Knowledge Matters are excited to announce that there will be two virtual simulation challenges offered for the

2020-2021 membership year! Open to all Secondary Division BPA members, these competitions are completely web-based and include Virtual Business Challenge - Accounting and Virtual Business Challenge - Entrepreneurship. These competitions offer students a great opportunity to compete for prize money while testing their real-world skills in accounting and entrepreneurship whether individually or as a team.

The BPA VBC Accounting event encourage BPA members to test their accounting skills while managing their own service business. Participants will analyze source documents such as bank statements, pay records and time sheets, as well as accounting documents such as T Accounts, the general ledger and worksheets in order to make sound business decisions. They will strategically set service prices and wage rates, rearrange the production floor and buy advertising. BPA members will be challenged to earn as high of a profit as possible for their business and they will be scored based on their cumulative profit after managing the business for one simulated year.

New for 2020-2021 is the VBC - Entrepreneurship event, Knowledge Matters' most elaborate, and most anticipated, business simulation ever. Students learn the fundamentals of entrepreneurship via an engaging, fun, visually graphic simulation as they strive to build their entrepreneurial empires. The excitement grows as students learn how to plan, build, and expand their own business. Within this competition, students will be able to choose from six different types of businesses in order to to start their own. There will be service, dining and entertainment businesses to choose from.

*Turn classrooms into a startup incubator with Virtual Business - Entrepreneurship. Visually immersive simulations will teach students the fundamentals of building and growing an entrepreneurial business - market research, elevator pitch, business plan, raising money, and much, much more.*

The first through third place nationally ranked teams from each challenge will win the following awards:

- **1ST PLACE: \$1,000/TEAM (PER CHALLENGE)**
- **2ND PLACE: \$750/TEAM (PER CHALLENGE)**
- **3RD PLACE: \$500/TEAM (PER CHALLENGE)**

Award money will be distributed at the National Leadership Conference.

Registration begins for both competitions mid-January 2021 and the competitions will run from February 1 - 28, 2021. Do you have what it takes to be crowned the BPA | Knowledge Matters Virtual Challenge Champions in Orlando, FL? Visit: <https://bpa.org/nlc/partner-competitions/bpa-virtual-business-challenge/> for more information.

## STUKENT SOCIAL MEDIA MARKETING CHALLENGE (Secondary Division)

Back for the 2020-2021 BPA membership year, the Stukent Social Media Marketing Challenge provides the opportunity for participants to compete in the world's first social media marketing simulation used by top institutions around the world. Participants will test their social media marketing skills by managing a \$50,000 budget in simulated ad dollars for a fictitious company marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest. The Social Media Marketing Challenge will take place October 1 - 31, 2020, and the top three competitors who generate the most revenue will be recognized with financial awards:



- **FIRST PLACE - \$500**
- **SECOND PLACE - \$300**
- **THIRD PLACE - \$200**

Who will take home top prize in the third annual Stukent Social Media Marketing Challenge? Registration is now open at: <http://www.stukent.com/bpa-challenge>.

## FACEBOOK DIGITAL SKILLS TRAINING & CERTIFICATION

Research shows that the demand for digital related marketing jobs are growing 30% faster than overall marketing positions. In fact, digital marketing remains the top area of demand for marketing talent. Are your students prepared for a career in digital marketing? Support students to get career ready with Facebook Blueprint's digital skills training and certification. Facebook Blueprint's higher education program provides free educational resources including: a virtual learning portal for Educators, online content for students, and a pathway for student certification.



In May 2020, Facebook partnered with BPA to launch the Educators Portal within the higher education community. The Educators Portal provides everything needed for educators to integrate Facebook digital marketing skills in Facebook, Instagram, and Messenger into existing curricula. This free resource helps educators instill marketing best practices across all levels of education. The portal also prepares students for a Facebook Digital Marketing Associate Certification as a sign of marketing proficiency when entering the workforce. Interested in learning more? This Fall, Facebook Blueprint will be hosting and partnering with BPA to bring webinar trainings to the BPA community. Look for our webinar sign-ups and reserve your space to learn more about Facebook Blueprint's resources to support virtual and hybrid learning. We hope you will find these resources helpful in teaching digital marketing skills to your students and in empowering student career pathways.

Get started with Facebook Blueprint today. [Register to access your free Educator's Portal Account.](#)

# Ball State Online

## Master's in Business Education



Nick Albers, MA in Business Education,  
Dual Credit Track '18

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### Contact

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and Operations Management  
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[atruell@bsu.edu](mailto:atruell@bsu.edu)





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