WEBMASTER

OVERVIEW

Applying leadership and 21st century skills, participants are required to design, build, and launch a website and present a given topic pertaining to technology. 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 *Themes & Problems*.

ELIGIBILITY

One (1) team per chapter may participate.

TIME LIMITS

PRELIMINARY ROUND

A. All components of the chapter's entry, including the website address (URL) for the entry, must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

B. Entries received or changes made to submitted entries after this deadline will not be judged.

SEMIFINAL ROUND

A. Five (5) to Ten (10) minutes is allowed for the interview.

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRE-CONFERENCE

A. Participants obtain the high school event challenge from the TSA website under *Themes & Problems*.

B. Participants design a website while observing the theme and design requirements.

C. Participants submit the URL of the website online prior to the conference via the link provided on the TSA website under *Competition Updates*.

PRELIMINARY ROUND

A. A list of twelve (12) semifinalists (in random order) is posted on the first full day of conference.

SEMIFINAL ROUND

A. Participants report at the time and place stated in the conference program to sign up for an interview time.

B. Up to five (5) team representatives report at the assigned time and place for the interview.

C. Judges independently assess the interviews.

D. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRE-CONFERENCE/PRELIMINARY ROUND

A. Participants must launch their entry on a web server that can be accessed via the Internet twenty-four (24) hours a day, seven (7) days a week, fifty-two (52) weeks per year.

B. Each entry must consist of web pages that specifically display the chapter's solution to the high school event theme and problem.

C. The URL must point to the main page of the team's entry. Entries requiring that access be granted will not be judged.

D. Changes made after submission will result in disqualification from the event.

E. The solution to the problem is developed as a series of web pages (with a minimum of three [3] pages and no maximum number of pages) linked under the main solution web page.

1. One (1) of the pages must list all sources of information used to create the website.

2. All web pages must be completed during the current school year.

3. If copyrighted material, such as text, images, or sound from other sources is used, proper written permission must be included/documented.

4. Participants must submit a completed Student Copyright Checklist (in PDF format) as a link on their website reference page. (See Forms Appendix)

5. Participants also must include a completed Plan of Work log (in PDF format) as a link on their website reference page. (See Forms Appendix)

F. All entries must be compatible using the latest versions of Microsoft Edge, Firefox, Chrome, etc. on both desktop and mobile devices.

G. In addition to basic HTML code, the website may contain HTML5 and other state-of-the-art web-based applications.

H. 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.

I. Template engine websites, tools, and sites that generate HTML from text, markdown, or script files, such as Webs, Wix, Weebly, GitHub, Jekyll, and Replit, are NOT permitted.

EVALUATION

PRELIMINARY ROUND

A. The website

SEMIFINAL ROUND

A. The interview

Refer to the official rating form for more information.

STEM INTEGRATION

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

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Computer engineer
- Webmaster
- Website designer
- Web technician

Participant/Team ID# _____

WEBMASTER
2023 & 2024 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.

- ☐ Website URL that is functional on a desktop and mobile devices
- ☐ Design brief solution with no copyright or plagiarism issues
- ☐ Student Copyright Checklist 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	
Theme (X2)	The annual theme is not addressed.	The annual theme is somewhat addressed, but the supporting pages do not adequately support or contribute to the overall design.	The annual theme is addressed and is reflected in the supporting pages.	
Challenge (X3)	The challenge is not addressed, or addressed but not in detail; it is generally ineffective, and/or missing many parts of the required research and presentation; unrelated or distracting elements are present.	The challenge solution is generally well presented; it addresses most major parts of the required research and presentation; there are few or no unrelated or distracting elements.	The design brief solution is well presented, well researched, and highly effective; all expected components are present, and additional related elements that enhance the final product are incorporated; there are no unrelated or distracting elements.	
Content (X2)	The content lacks originality and does not contribute to the overall design of the webpage; the content does not align with the purpose of the website.	Very basic information is presented; the content aligns somewhat with the purpose of the website; some pages are irrelevant.	The content aligns well with the purpose of the website and adds to its effectiveness.	
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 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.	

WEBSITE (130 points) – continued

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.	
			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 (50 points)

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)	Communication of the design process is unclear, unorganized, and or illogical; leadership and/or 21st century skills are not evident.	Communication of the design process is somewhat logical and clear; leadership and/or 21st century skills are somewhat evident.	Communication of the design process is clear, concise, and logical; leadership and/or 21st century skills are clearly evident.	
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 SUBTOTAL (50 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 (50 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.   **TOTAL (180 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

3. List of judges/assistants

4. Results envelope with coordinator forms

B. The latest version of Internet Explorer, Firefox, Chrome, etc.

C. List of questions for on-site interviews

D. Laptop computer with high speed Internet capability

RESPONSIBILITIES

PRE-CONFERENCE

A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results will be shared with the CRC manager, event coordinator, and assigned judges.

B. Review entries as they are submitted to the designated online storage utility.

C. Manage communication and Pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with National TSA and/or the Judge Manager.

D. Judges determine the twelve (12) semifinalists and discuss and break any ties. Results are posted on-site at the national conference on the first full day of the conference.

E. At least five (5) days prior to the National TSA Conference, make accessible the online storage utility link for the entries.

AT THE CONFERENCE

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

B. Report to the CRC room and check the contents of the coordinator's packet.

C. Review the event guidelines and check to see that enough personnel have been scheduled.

D. 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.

PRELIMINARY ROUND

A. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

SEMIFINAL ROUND

A. Review the time limits, procedures, and regulations with judges and clear up any questions or misunderstandings.

B. Distribute/discuss the guidelines for the interview to the judges.

C. Semifinalist teams report at the time and place stated in the conference program to sign up for an interview time.

D. Manage completion of the on-site interviews.

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

1. To deduct twenty percent (20%) of the total possible points in this round

2. To disqualify the entry

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

F. Judges determine the ten (10) finalists and discuss and break any ties.

G. Submit the finalist results and all related forms in the results envelope to the CRC room.