

WEB SITE DEVELOPMENT

Purpose

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of web sites.

Eligibility

Each chapter may submit one (1) entry. Entries must be created by an individual or a team of two (2) or three (3) members in Grades 9 through 12. All team members must be registered for the State Leadership Conference to participate in the event.

Procedure

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating web sites. Members will work individually or as a team in creating a web site that addresses the topic listed below.

- Complete the entry form found on the Nebraska FBLA web site and mail the form to the State Office postmarked no later than the conference registration postmark deadline.
- The web site should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the web site.
- The use of templates must be identified at the bottom of the home page.
- Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- Web sites should be designed to allow for viewing by as many different platforms as possible.

Copyright and Fair Use Information. It is the policy of Nebraska FBLA to comply with state and federal copyright laws. You may use the following web sites as a reference:

Copyright and Fair Use Guidelines for Teachers at www.mediafestival.org/copyrightchart.html

U.S. Copyright Office at www.copyright.gov/ or www.copyright.gov/title17/circ92.pdf

Topic

The topic to be addressed is:

Develop a web site to advertise an event that takes place in your community every year. It may be the 4th of July celebration, a rodeo that comes to town, the opening of school, and so forth. The information may be real or fictitious.

Regulations

1. The entry form must be mailed to the State Office postmarked no later than the registration postmark deadline.
2. No changes can be made to the web site after the registration postmark deadline.
3. Student members, not advisers, must prepare the web site. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
4. The web site should be available for viewing on the Internet at the time of judging.
5. Web sites not adhering to these regulations will be disqualified

Judging

Using the rating sheet, a panel of judges will select the winners. All decisions of the judges are final.

Awards

1st Place – Plaque

2nd Place – Plaque

3rd Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

National Entry

The first- and second-place winners of this event will represent Nebraska in the Web Site Development event at the National Leadership Conference. If a team is entered, no more than one (1) member may have competed in this event at a previous National Leadership Conference or have competed more than two (2) years at the national level in this event.

NBEA Standards Reinforced by Event

Communication: foundations, technological

Information Technology: network applications, privacy and ethics

Marketing: foundations at marketing, the marketing plan

Career Clusters: Information Technology, Marketing

WEB SITE DEVELOPMENT

Rating Sheet

Chapter _____

Names _____

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
PAGE LAYOUT AND DESIGN					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-7	8-14	15-20	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports theme	0	1-7	8-14	15-20	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio, flash, animation, etc.)	0	1-3	4-7	8-10	
SITE NAVIGATION					
All links are functional	0	1-3	4-7	8-10	
Links are consistent and support theme	0	1-3	4-7	8-10	
Navigational scheme is logical and effective	0	1-3	4-7	8-10	
CONTENT					
Effectiveness of site	0	1-10	11-20	21-30	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1-10	11-20	21-30	
TECHNICAL					
Proper use of grammar, spelling, punctuation, etc.	0	1-7	8-14	15-20	
Site is compatible with multiple browsers	0	1-3	4-7	8-10	
Copyright laws have been followed; permissions are sited on the web site; and the use of templates must be identified at the bottom of the home page	0	1-7	8-14	15-20	

FINAL SCORE _____ /200 max

Judge's Signature _____

Judge's Comments _____

ELECTRONIC CAREER PORTFOLIO

Purpose

An electronic career portfolio is a purposeful collection of work that tells the story of an applicant including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. It is a tool that gives employers a complete picture of who you are—your experience, your education, your accomplishments—and what you have the potential to become—much more than just a letter of application and resume can provide.

Eligibility

Each local chapter may enter one (1) entry from FBLA members in Grades 9 through 12.

Procedure

The portfolio should have no more than 30 pages (i.e., slides, links, text files). The portfolio must include a table of contents, a resume, and a career summary.

Other topics and materials that may be included are: artwork, awards and honors, career outlook (monetary, advancement, etc.), certificates, licenses, community and volunteer activities, conferences or workshops, examples of projects or presentations, letters of recognition and/or recommendation, list of accomplishments, pictures, video (30-60 seconds), leadership development activities, recognitions, self-assessments, graded papers and/or reports, skills, abilities, and marketable qualities, web sites/pages created, writing samples, and so on.

When contemplating these items, you want to showcase your education and work experience by showing examples and evidence of your work, skills, and accomplishments.

- Student members, not advisers, must prepare the portfolios. State and local advisers should serve as consultants to ensure that the portfolios are well organized, contain substantiated statements, and are written in an acceptable business style.
- All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.
- Portfolios should be clearly labeled with the name of the event, participant's name, school, state, and date.
- All files must be viewable on a Windows platform.
- Electronic portfolios should contain no more than 20 pages/screens.
- Electronic portfolios will be judged according to the rating sheet.
- The portfolio may be submitted in any program, but must include a player/viewer for the program.
- The Electronic Career Portfolio must be submitted on DVD.
- Entries must be accompanied by a readme file (300 words or less) noting software used, source of information, and instructions on running the electronic portfolio.
- Complete the entry form found on the Nebraska FBLA web site under State Leadership Conference Registration Information and mail the form along with the portfolio to the State Office postmarked no later than the conference registration postmark deadline.

Judging

Entries will be judged by a panel of judges according to the rating sheet. All decisions of the judges are final.

Awards

- 1st Place – Plaque
- 2nd Place – Plaque
- 3rd Place – Plaque

Certificates of Merit or Honorable Mention will be determined by the event chairperson and judges.

National Entry

The first- and second-place winners of this event will represent Nebraska in the Electronic Career Portfolio event at the National Leadership Conference, provided the individuals have not entered this event at a previous National Leadership Conference.

NBEA Standards Reinforced by Event

Career Development: workplace expectations

Communication: foundations, employment

Information Technology: information retrieval, privacy and ethics, application software

Career Clusters: Business Management and Administration, Information Technology, Marketing

State FBLA Results

Top 8 in the state:

Jessica Gress-8th place Business Presentation
Lindsey Watson-3rd Electronic Career Portfolio
Georgia Lewin- 5th Word Processing 1
Caleb Lusienski & Jake Wiig -7th Emerging Business Issues (team event)
Amber Hershey, Alyssa Kendall, Jake Wiig- 8th Global Business (team event)
Hannah Luebbe, Georgia Lewin, Brandon Nygren-3rd Web Site Development (team event)

Honorable Mentions (top 5% in an event):

Lindsey Watson-Computer Applications
Jake Wiig-Economics
Katelyn Nygren-Introduction to Business Communications & Proofreading
Hannah Luebbe-Proofreading
Jennifer Survil-Public Speaking 1
Brittany Fuller-Word Processing 1
Sara Lutton & Laura Beranek-Management Decision Making (team event)

All State Quality Member Awards:

Amber Hershey
Sara Lutton
Alyssa Kendall
David Marrero
Caleb Lusienski
Jessica Gress

Who's Who in Nebraska FBLA:

Lindsey Watson

Scholarship Recipient:

Lindsey Watson received a \$500 Southeast Community College Scholarship

Star Volunteer Award:

Bob Luebbe received Star Volunteer Award (nominated by A-G)

ASSESSMENT AND REPORTING SCHEDULE 2008-2012

Year	ASSESSMENT	Grade Levels
2008- 2009	STARS Reading..... STARS Mathematics..... STARS Science..... Statewide Writing Assessment..... AYP – STARS Reading and Mathematics, Writing (4, 8) Pilot – New State Reading Assessment	3-8, High School 3-8, High School 4 or 5, 8 and 11 4, 8, and 11
2009- 2010	STARS Mathematics..... STARS Science..... Statewide Writing Assessment..... New State Reading Assessment..... AYP – New State Reading Test & STARS Mathematics, Writing (4, 8) Pilot – New State Mathematics Assessment	3-8, High School 4 or 5, 8, 11 4, 8, 11 3-8, High School
2010- 2011	STARS Science..... State Reading Assessment..... State Mathematics Assessment..... Statewide Writing Assessment..... AYP – New State Reading and Mathematics Assessments, Writing (4, 8) Pilot – New State Science Assessment.....	4 or 5, 8, 11 3-8, High School 3-8, High School 4, 8, 11 Three Grades
2011- 2012	State Reading Assessment..... State Mathematics Assessment..... State Science Assessment..... Statewide Writing Assessment..... AYP -- State Reading and Mathematics Assessments, Writing (4, 8)	3-8, High School 3-8, High School Three Grades 4, 8, 11

SAVINGS

**SAUNDERS COUNTY SCHOOL DISTRICT 001, NE
(ASHLAND-GREENWOOD PUBLIC SCHOOLS)
SERIES 2008 REFUNDING BONDS
Pay & Cancel (Partial) Refunding of Series 2002
Non-Rated, 2014 Final Maturity**

Date	Prior Debt Service	Prior Receipts	Net Cash Flow	Prior Net Cash Flow	Refunding Debt Service	Refunding Receipts	Refunding Net Cash Flow	Savings	Annual Savings	Present Value to 06/03/2008 @ 3.1059360%
06/03/2008		22,835.89	-22,835.89			3,800.00	-3,800.00	-19,035.89		-19,035.89
07/01/2008	27,042.50		27,042.50	27,042.50	3,127.64		3,127.64	23,914.86	4,878.97	23,857.60
07/01/2009	27,042.50		27,042.50	27,042.50	20,106.25		20,106.25	6,936.25		6,813.83
01/01/2010	27,042.50		27,042.50	27,042.50	35,106.25		35,106.25	-8,063.75	-1,127.50	-7,800.29
07/01/2010	267,042.50		267,042.50	267,042.50	19,896.25		19,896.25	7,146.25		6,807.06
01/01/2011	22,422.50		22,422.50	22,422.50	269,896.25		269,896.25	-2,853.75	4,292.50	-2,676.73
07/01/2011	272,422.50		272,422.50	272,422.50	16,396.25		16,396.25	6,026.25		5,566.00
01/01/2012	17,360.00		17,360.00	17,360.00	271,396.25		271,396.25	1,026.25	7,052.50	933.38
07/01/2012	277,360.00		277,360.00	277,360.00	12,826.25		12,826.25	4,533.75		4,060.39
01/01/2013	11,965.00		11,965.00	11,965.00	272,826.25		272,826.25	4,533.75	9,067.50	3,998.30
07/01/2013	281,965.00		281,965.00	281,965.00	8,926.25		8,926.25	3,038.75		2,638.88
01/01/2014	6,160.00		6,160.00	6,160.00	278,926.25		278,926.25	3,038.75	6,077.50	2,598.53
07/01/2014	286,160.00		286,160.00	286,160.00	4,606.25		4,606.25	1,553.75	8,107.50	1,308.34
	1,551,027.50	22,835.89	1,528,191.61	1,528,191.61	1,493,642.64	3,800.00	1,489,842.64	38,348.97	38,348.97	34,503.62

Savings Summary

PV of savings from cash flow	34,503.62
Net PV Savings	<u>34,503.62</u>

2.8%
3.35%

SUMMARY OF REFUNDING RESULTS

**SAUNDERS COUNTY SCHOOL DISTRICT 001, NE
(ASHLAND-GREENWOOD PUBLIC SCHOOLS)
SERIES 2008 REFUNDING BONDS
Pay & Cancel (Partial) Refunding of Series 2002
Non-Rated, 2014 Final Maturity**

Dated Date	06/03/2008
Delivery Date	06/03/2008
Arbitrage yield	3.105936%
Escrow yield	
Bond Par Amount	1,325,000.00
True Interest Cost	3.505370%
Net Interest Cost	3.476225%
All-In TIC	3.532277%
Average Coupon	3.109735%
Average Life	4.093
Par amount of refunded bonds	1,300,000.00
Average coupon of refunded bonds	4.224901%
Average life of refunded bonds	4.155
PV of prior debt to 06/03/2008 @ 3.105936%	1,378,539.51
Net PV Savings	34,503.62
Percentage savings of refunded bonds	2.654125%
Percentage savings of refunding bonds	2.604047%

SOURCES AND USES OF FUNDS

**SAUNDERS COUNTY SCHOOL DISTRICT 001, NE
(ASHLAND-GREENWOOD PUBLIC SCHOOLS)
SERIES 2008 REFUNDING BONDS
Pay & Cancel (Partial) Refunding of Series 2002
Non-Rated, 2014 Final Maturity**

Dated Date 06/03/2008
Delivery Date 06/03/2008

Sources:

Bond Proceeds:	
Par Amount	1,325,000.00
Other Sources of Funds:	
Pro-rata Int to closing date	22,835.89
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	1,347,835.89

Uses:

Refunding Escrow Deposits:	
Cash Deposit	1,322,835.89
Delivery Date Expenses:	
Cost of Issuance	1,325.00
Underwriter's Discount	19,875.00
	<hr/>
	21,200.00
Other Uses of Funds:	
Contingency	3,800.00
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	1,347,835.89
