

2026–2027 Competitive Events Guidelines

Website Coding & Development

Website Coding & Development challenges members to design and build a website based on a specific topic, with a primary focus on backend coding and functionality. Members present their completed site to a panel of judges, showcasing their technical skills, problem-solving, and understanding of web development principles.



Educational
Alignments

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:

National Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 3 minutes
 - No interaction allowed with judges during this time.
- **Presentation:** 7 minutes
 - A one-minute warning will be provided
- **Question & Answer (Q&A):** 3 minutes

Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Important Notes:

- **Internet Access:** Provided
 - Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

District Leadership Conference:

Check your DLC Call to Conference and Policies & Procedures for the timing structure, prejudice deadlines (if applicable) and other information.

State Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 1 minute
 - No interaction allowed with judges during this time.
- **Presentation:** 7 minutes
 - A one-minute warning will be provided
- **Question & Answer (Q&A):** 3 minutes

Important Notes:

- Time allocations are exclusive.
- **Internet access:** Provided but prepare a backup plan.
- Colorado FBLA follows the NLC model for Event Administration unless noted otherwise.
- Check the SLC Call to Conference for additional information and prejudice deadlines (if applicable).

*** Event specifics are continued below. Review the document in its entirety.

2026-2027 Topic

Digital Resource Management Website

Organizations often need efficient ways to manage shared resources, information, requests, or services. Develop a fully functional website that addresses a real-world organizational need through thoughtful design, clear navigation, and effective use of technology.

Competitors should determine the purpose, audience, structure, and key features of the website based on the problem they choose to solve. Focus on clean design, functionality, accessibility, responsive layouts, user experience, and well-organized code. The website must be coded from scratch using programming languages and technologies of the competitor's choice.

2026–2027 Competitive Events Guidelines

Website Coding & Development



National Leadership Conference

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - Internet Access

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by

2026–2027 Competitive Events Guidelines

Website Coding & Development



Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using no more than three personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

2026–2027 Competitive Events Guidelines

Website Coding & Development



Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Code Structure:** Use clean, well-organized code with consistent spacing and formatting for readability and maintainability.
- **Website Usability & Accessibility:** Design a website that is easy to navigate and intuitive for all users. Include accessibility features to support inclusive design.
- **Design Choices:** Use fonts, colors, and layout choices that support readability and enhance the user experience. Design should be consistent across all pages.
- **Graphics Integration:** Include graphics that are purposeful, well-placed, and enhance the overall look, feel, and clarity of the site.
- **Website Content:** Present clear, well-written content that allows any user to understand the topic. Ensure all text is free from grammar and spelling errors. Support information with credible, professional sources.
- **Technical Skill & Functionality:** Show advanced coding ability with functional, interactive elements that run without errors. The site should be responsive and fully functional across devices (i.e. desktop, tablet, mobile).
- **Consistency & Interactivity:** Make sure all pages follow a consistent structure and style. Interactive features should work smoothly and enhance the user experience.
- **Source Code & Documentation Requirements:** Competitors must be prepared to show judges relevant materials that support their project. This may include original source code, documentation of any copyrighted material, and a list of sources used. The use of website templates is not permitted.

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

2026–2027 Competitive Events Guidelines

Website Coding & Development



Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using no more than three personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Code Structure:** Use clean, well-organized code with consistent spacing and formatting for readability and maintainability.
- **Website Usability & Accessibility:** Design a website that is easy to navigate and intuitive for all users. Include accessibility features to support inclusive design.
- **Design Choices:** Use fonts, colors, and layout choices that support readability and enhance the user experience. Design should be consistent across all pages.
- **Graphics Integration:** Include graphics that are purposeful, well-placed, and enhance the overall look, feel, and clarity of the site.
- **Website Content:** Present clear, well-written content that allows any user to understand the topic. Ensure all text is free from grammar and spelling errors. Support information with credible, professional sources.

2026–2027 Competitive Events Guidelines

Website Coding & Development



- **Technical Skill & Functionality:** Show advanced coding ability with functional, interactive elements that run without errors. The site should be responsive and fully functional across devices (i.e. desktop, tablet, mobile).
- **Consistency & Interactivity:** Make sure all pages follow a consistent structure and style. Interactive features should work smoothly and enhance the user experience.
- **Source Code & Documentation Requirements:** Competitors must be prepared to show judges relevant materials that support their project. This may include original source code, documentation of any copyrighted material, and a list of sources used. The use of website templates is not permitted.

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2026-2027 Competitive Events Guidelines

Website Coding & Development



Website Coding & Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Coding					
Style	<i>Code spacing is not available. Style sheets and scripts are not used.</i>	<i>Script & style sheets are used but not separated. Code includes some comments.</i>	<i>Appropriately uses files and separates all languages.</i>	<i>Code spacing is well thought out.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Website Usability					
Website Usability, Accessibility, and Navigation	<i>Website is difficult to use or navigate. No evidence of accessibility features</i>	<i>Navigation is present but may be confusing or inconsistent. Accessibility is minimal or not fully considered</i>	<i>Website is user-friendly, with clear navigation and basic accessibility features (e.g., alt text, readable fonts). Structure supports a positive user experience</i>	<i>Website is highly intuitive and easy to navigate. Accessibility is thoughtfully integrated (e.g., keyboard navigation, color contrast, ARIA labels), showing strong attention to inclusive design and user experience best practices</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Color/contrast, background, and font are appropriate for the topic	<i>No design principles applied</i>	<i>Color/contrast, font, or design choice is distracting</i>	<i>Color/contrast, font, and design choice are appropriate for the concept/topic</i>	<i>Color/contrast, font, and design choice enhance the experience for the user</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Graphics appropriate for topic	<i>No graphic design principles applied</i>	<i>Graphics are distracting</i>	<i>Graphics are appropriate for the concept/topic</i>	<i>Graphics enhance the experience for the user</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Website Content					
Fully addresses the topic	<i>Topic is not followed</i>	<i>Topic is not fully addressed</i>	<i>Topic is fully addressed</i>	<i>Users with no knowledge of the topic can identify based on site</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Site contains multiple elements providing evidence of coding skills	<i>No evidence of website coding skill demonstrated</i>	<i>Website is coded using limited features</i>	<i>Website contains use of multiple coding skills</i>	<i>Website contains advanced coding skills</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Grammar, spelling, and punctuation	<i>Website contains grammar or spelling errors</i>	<i>Website contains 3 or less spelling or grammar errors</i>	<i>Website contains one grammar and no spelling errors</i>	<i>Website is free of grammar and spelling errors</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation					
Website is compatible with multiple platforms	<i>Website is not compatible with any platforms</i>	<i>Website is only compatible with one platform</i>	<i>Website opens appropriately on at least 2 platforms</i>	<i>Website is fully functional on multiple devices, including mobile phones, tablets, and computers</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Website interactivity functions and is error free	<i>Website interactivity contains errors that prevent the execution</i>	<i>Website interactivity contains errors that did not prevent execution</i>	<i>Website interactivity is error free</i>	<i>Website interactivity is error free and enhances the experience for the user</i>	
	0 points	1-9 points	10-16 points	17-20 points	

2026-2027 Competitive Events Guidelines

Website Coding & Development



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website elements are consistent across all pages	Only one page is presented	Pages are not consistent	Pages are consistent	Pages are consistent and elements enhance the experience for the user	
	0 points	1-9 points	10-16 points	17-20 points	
Source Code & Documentation Requirements	No source code or documentation is provided. Project appears to use a template or lacks original work.	Source code is shown but may be incomplete or disorganized. Documentation is missing or unclear. Potential template use is evident.	Source code is original, complete, and available upon request. Documentation includes proper citations and source attribution. No templates used.	Source code is well-organized, clearly written, and fully original. All sources and materials are properly documented with professional presentation. Demonstrates strong ownership and understanding of the development process.	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of three) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ Avoided use of food or live animals ✓ Templates are not used			
		0 points	1-10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (220 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					