

BUSINESS PROFESSIONALS OF AMERICA



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LIMITS

2021 - 2022

2021-2022

BUSINESS PROFESSIONALS OF AMERICA

MEMBER PROGRAM GUIDE

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

WELCOME BACK

Always focused on the vision of being an innovator in Career and Technical Education, Business Professionals of America continues to empower student leaders to discover their best selves. In my many roles throughout the years, it has been a privilege to witness student growth at the local, state, and national levels and to watch them flourish in their careers.

Welcome back! As we focus on a sustainable future and an alignment to our strategic plan, Business Professionals of America stakeholders, including teachers, local advisors, state advisors, business and industry visionaries, the national staff, and the National Officer Team, are rooting for you.

I am repeatedly amazed and humbled by the stories I hear of your success. Thank you for being such incredible humans and for your hard work, efforts, and encouragement of each other. Members of Business Professionals of America always find a way.

Brenda Jacobsen
2021-2022 National BPA Chair of the Board



MEMBERSHIP REGISTRATION SYSTEM

The BPA Membership Registration System is now open for the 2021-2022 membership year. This registration system has been designed for both ease and convenience for all members. There are numerous resources available 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 provides, including:

- Enhanced reporting features
- Historic competition data
- Torch Awards Portal
- Digital certificates
- Recommendations
- Unique member ID tracks member for life
- Conference registration
- National Virtual Competition registration

The screenshot shows the BPA Membership System interface. At the top, there's a header with the BPA logo and 'BPA Membership System'. Below this, there's a section for 'Advisor Login' with fields for 'Chapter ID / Membership ID / Email / Username' and 'Password'. There are buttons for 'Student Member Login', 'Advisor Login', and 'Professional Login'. Below the login section, there's a 'Start a new chapter' button. To the right, there's a 'New Chapter Request Instructions' section with a list of steps and a table of membership codes.

Membership Code	Description
MS - Middle Level	Middle School to junior high
HS - Secondary	High School or GED Grader
ES - Postsecondary	College, University, etc.
AL - All Divisions	State Advisor, National Advisor

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://members.bpa.org). Help Center video tutorials and guides: <https://members.bpa.org/help-center>.

BPA MEMBER GATEWAY

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
- Membership recruitment/marketing materials
- 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 Academies



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

STUDENT CERTIFICATION SERIES LEVELS 1 & 2

Series Opens: October 1, 2021

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

The Student Certification Series Level 1 covers BPA-related topics through the LearnBPA Learning Management System. 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

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.

ADVISOR CERTIFICATION SERIES

Series Opens: October 6, 2021

The Advisor Certification Series returns for the 2021-2022 membership year and will cover BPA related topics, through the LearnBPA Learning Management System. 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 PROFESSIONAL DEVELOPMENT CONFERENCE

November 5-6, 2021

Back by popular demand, BPA is proud to announce our 2nd annual Advisor Professional Development Conference as part of our continued education enrichment and year-round development offerings. The BPA Advisor Professional Development Conference will also offer advisor attendees the opportunity to earn Continuing Education Units (CEUs).

Conference session highlights include but are not limited to:

- Industry certifications
- Hands on Workshops
- Innovative Best Practices in Business, Marketing, and IT education
- and much more!

For more information and to register, visit: members.bpa.org/fallconferences.

BPA STUDENT LEADERSHIP SUMMIT

November 6, 2021

The Summit will be an engaging experience focused on networking with fellow student members, career pathway awareness opportunities, best practices for competition preparation, and awareness of resources. National BPA will host this virtual summit with a focus on multiple facets of BPA 365 (year-round) opportunities and best practices for leadership development.

More information, will be available on the BPA Gateway at: members.bpa.org/fallconferences.

PRESIDENT'S VOLUNTEER SERVICE AWARD

Deadlines

- March 1, 2022

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, 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 6, 2022 in Dallas, TX.

For questions and resources regarding the President's Volunteer Service Award, please visit the award website at <https://www.presidentialserviceawards.gov/> or contact Jonathan Smith, Director of Strategic Programs & Experiences, at jsmith@bpa.org.



BPA LEADS: VIRTUAL LEADERSHIP ACADEMY

Registration: Begins October 1, 2021

Program Runs Weekly November 8th, 15th, 22nd AND December 6th, 13th and 20th

BPA is proud to be partnering with MBA Research to provide BPA Leads' Fall Virtual Leadership Academy. The program will kick off November 8th, and run weekly concluding on December 20th. This series will offer BPA student members the opportunity to engage in activities and discussions around ethical leadership scenarios. Members will earn a certificate of achievement by completing interactive sessions focused on the pillars of ethics provided by the Daniels Fund Ethics Initiative.

BPA CARES

Deadlines

- BPA Cares (Professional Awards): March 1, 2022
- BPA Cares (Service Learning & Special Recognition): March 25, 2022

A chapter aligned with the goals and Mission of Business Professional of America 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.

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

TORCH AWARDS PROGRAM

Deadline

- Ambassador Torch Award: March 25, 2022

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. **New Functionality:** Track and report the time you spent on Torch Award activities!

Visit Gateway Help Center for Torch Award video tutorials: <https://members.bpa.org/help-center>. More information about Torch Awards can be found online at: <https://bpa.org/torch-awards/>.

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.

- Membership Year Welcome (09/08/21)
- National Officer Team Welcome/Year-long Vision (09/15/21)
- WSAP Updates (09/22/21)
- Partner Webinar – CISCO Cybersecurity Awareness (09/22/21)
- BPA Cares/Torch Awards Update (09/29/21)
- Partner Webinar – AICPA Start Here, Go Places (TBD)
- New Chapter Welcome (10/06/21)
- Running for National Office (01/12/2022)
- NLC Advisor Orientation (02/09/22)
- Exploring NLC with the National Officer Team (2/23/2022)

We at the National Center continually seek opportunities for our student members and strive to identify new partners that bring benefit to the BPA experience throughout the year. As such, there may be changes and additions to the Webinar schedule. We will do our best to notify you to any changes through social media, emails, The Source and on the website. To access the full and current Webinar Series schedule, visit: <https://members.bpa.org/advisors/webinar-series>.

BPA SCHOLARSHIPS

Application Deadline - April 1, 2022

For many years, the generous support received by partners and donors has helped make BPA students' goals of pursuing higher education a reality for both Secondary and Post-secondary level members by providing various scholarships and awards.



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. Scholarships include:

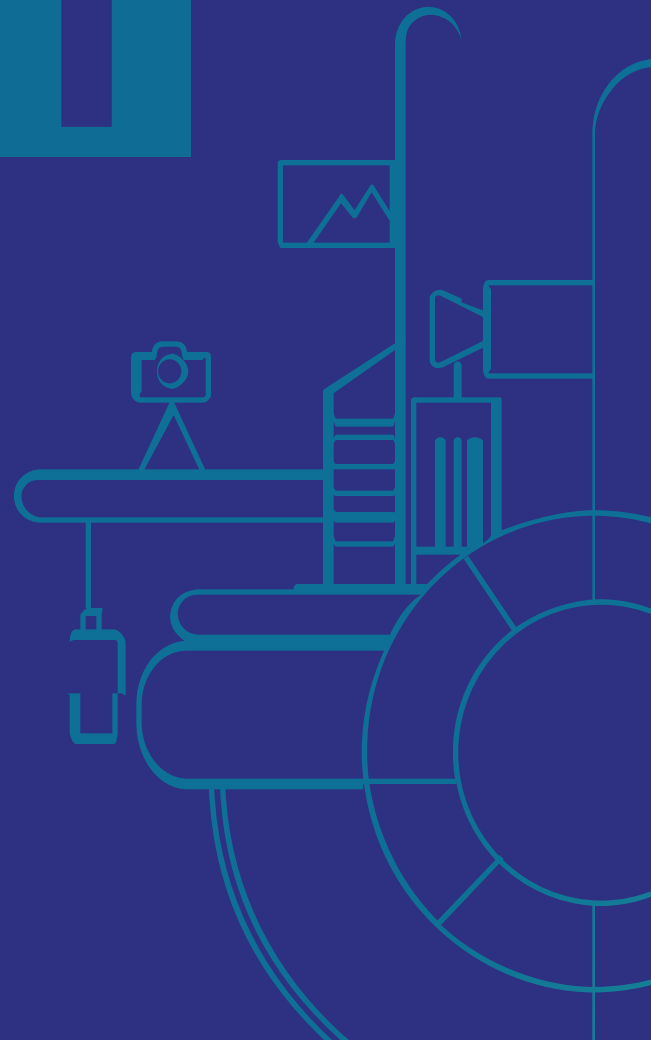
- Sherrell Wheeler Scholarship - (amount varies)
- National Officer Team Scholarship (amount varies)
- National Technical Honor Society Scholarships - Three (3) \$1,000 scholarships

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Adobe Training Resources

- Did you know that Adobe offers quick tips, in-depth guides, and video tutorials for all applications within the Adobe Creative Cloud? Take your shot to engage with Creative Cloud applications to increase your BPA project potential.
<https://helpx.adobe.com/creative-cloud/tutorials-explore.html>.
- Adobe Education Exchange - Free professional development for integrating the Adobe Creative Cloud in your classroom. <https://edex.adobe.com/professional-learning>.

Asia Society - Project Management Institute Education Foundation (PMIEF) CTE Pathway Resources

- BPA advisors can locate engaging activities to help students understand project management principles and global thinking processes.
- This can be used to meet Perkins V/CTE Employability Skills requirements through standard alignment and global career awareness. <https://asiasociety.org/education/cte-career-pathways>.

Cisco Networking Academy

- BPA has partnered with Cisco Networking Academy to transform the lives of learners, educators and communities through the power of technology, education and career opportunities. Enroll your classroom/school in the Cisco Networking Academy to gain access to free curriculum for Cyber Skill IT, Programming, and Business. Contact support@bpa.org for additional support. <https://www.netacad.com/educators>.

MBA Research Ethical Leadership Platform

- Implement fun and engaging activities in your classroom or at a membership meeting using the MBA Research Ethics curriculum and resources. Locate single activities or develop semester or year-long courses for your students!
<https://www.mbaresearch.org/index.php/curriculum-teaching/ethics>.

Skillsforall.com

- Self-Register at www.skillsforall.com and take the BPA Member Challenge by completing the Introduction to Cybersecurity course.
- Take a picture with your completion certificate and #bpacyberchallenge on the National BPA Social Media accounts for your chance to win prizes and be recognized. Contact support@bpa.org for additional support.

YouScience Career Aptitude Program

- BPA members' best-fit future can be found where talent and passion meet. YouScience Discovery is designed to reveal both natural abilities & personal interests - the perfect combo. Your profile includes in-depth details about what makes you awesome, matches to more than 500 careers, and detailed career info, like a day in the life, salary, and how to get there.
- This can be used to meet Perkins V/CTE Career Awareness requirements. Contact support@bpa.org for additional support. <https://resources.youscience.com/bpa-discovery>.

STUDENT OF THE YEAR AWARD RECOGNITION

Application Deadline - April 1, 2022

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/.



NATIONAL MEMBERSHIP DUES ASSISTANCE PROGRAM

We at BPA understand that many people have been impacted by economic disruption over the past few years and as a result, our students may be faced with the decision of having to choose between BPA and other opportunities. National BPA is launching a campaign in partnership with the National BPA Alumni Division and our industry partners, AICPA, Stukent, Neil Enterprises, Barefoot, and Wizard Pins, to raise financial support and sponsor National membership dues for students with financial need. 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)*

BPA MALL

The BPA Mall is the 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.



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

General WSAP Updates (applicable to multiple competitive events)

- Office 2019 will be used in the 2021-2022 membership year.
- All judged event finalists (for all Divisions) at the National level will be recognized on stage during the Awards Sessions.
- The Judges scoring sheets have been separated to include a comments sheet for both technical and presentation rubrics.

100's - Finance

- (170) Financial Audit (PS) - Pilot will remain a pilot event for 2021-2022.
- (130) College Payroll Accounting (PS) has been removed.
- (125) Payroll Accounting (S) has been changed to (125) Payroll Accounting (S | PS).

300's - Management Information Systems (MIS)

- (355) Python Programming (S | PS) - Pilot will remain a pilot event for 2021-2022.
- (305) PC Servicing and Troubleshooting has been renamed to (305) Device Configuration and Troubleshooting.
- Microsoft Technology Associate (MTA) certifications were discontinued on June 30, 2021. Please reference the section below on updated WSAP Industry Certification alignments.

400's - Digital Communication Design (DCD)

- (450) Podcast Production Team (S | PS) - Pilot will remain a pilot event for 2021-2022.
- New Competitive Event Pilot - (455) User Experience Design using Adobe XD Team (S) - Pilot.

500's - Management Marketing Communications (MMC)

- (592) Parliamentary Procedure Team (S) - the number of abilities to be demonstrated have been reduced from four (4) motions to three (3) motions.
- Certiport's Entrepreneurship and Small Business (ESB) Certification has been added as a required component of (505) Entrepreneurship (S | PS) at the National level. For more information on the ESB Certification, please visit:

<https://certiport.pearsonvue.com/Certifications/ESB/Certification/Overview.aspx>

600's - Health Administration (HA)

- (605) Health Insurance & Medical Billing (S | PS) - Pilot will remain a pilot event for 2021-2022.
- (615) Health Leadership - Special Topics (S | PS) - Pilot will remain a pilot event for 2021-2022.
- (620) Medical Terminology Concepts Open (S | PS) - Pilot has been renamed to (690) Medical Terminology Concepts Open (S | PS) - Pilot.
- (690) Medical Terminology Concepts Open (S | PS) - Pilot will remain a pilot event for 2021-2022.

900's - Middle Level (ML)

- (990) Human Resource Exploration (ML) - Pilot will remain a pilot event for 2021-2022.
- (990) Human Resource Exploration (ML) - has been restructured to have competitors create a cover letter to apply for a potential job shadow experience.
- (920) Digital Citizenship has been aligned to IC3 Global Standard 6 Level 1 Certification. The certification will be a required component at the National Leadership Conference. For more information on this certification, please visit:
<https://certiport.pearsonvue.com/Certifications/IC3/Digital-Literacy-Certification/Certify/IC3-Global-Standard-6>
- (925) Keyboarding Production (ML) has been renamed to (925) Introduction to Word Processing.

WORKPLACE SKILLS ASSESSMENT PROGRAM (WSAP)

MAJOR CONTENT / PLATFORM CHANGES

V's - Virtual Events

- (VO6) - Promotional Photography (ML | S | PS) now only requires one (1) photograph to be uploaded per the contest specifications.
- (V10) - Virtual Branding Team (ML | S | PS) is no longer a pilot and has been adopted as a full event.
- Competitors will be scored and ranked only with competitors from their own divisions.
 - Middle Level competitors will only compete against other Middle Level competitors.
 - Secondary competitors will only compete against other Secondary competitors.
 - Post-secondary competitors will only compete against other Post-secondary competitors.
- The Top 10 in each Division in each Virtual competitive event (VO1 - V10) will be invited to the National Leadership Conference.
- Awards will be earned and awarded to the Top Three (3) in each Division (Middle Level, Secondary, Post-secondary) for each Virtual competitive event (VO1 - V10).
- At the National Leadership Conference, the Best in Show awards will be awarded to the top projects in each Division (Middle Level, Secondary, Post-secondary) of the Virtual competitive events (VO1 - V10).

WSAP INDUSTRY CERTIFICATION ALIGNMENT CHANGES

Due to retirement of Microsoft Technology Certifications (MTA) on June 30, 2021, Certiport has created a new line of IT Specialist certifications. The following table provides an updated alignment to the WSAP competitive events listed below.

Competitive Event	Old 2020-2021 Certification Alignment	New 2021-2022 Certification Alignment
210 - Advanced Word Processing (S PS)	MOS Word 2016	MOS Word 2019 Expert
215 - Integrated Office Applications (S PS)	MOS PowerPoint 2016	MOS PowerPoint 2019
235 - Advanced Spreadsheet Applications (S PS)	MOS Excel 2016	MOS Excel 2019 Expert
240 - Database Applications (S PS)	MOS Access 2016	MOS Access 2019 Expert
300 - Computer Network Technology (S PS)	MTA Networking Fundamentals	IT Specialist - Networking
305 - Device Configuration & Troubleshooting (S PS)	MTA Windows OS Fundamental	IT Specialist - Device Configuration and Management
310 - Server Administration Using Microsoft® (S PS)	MTA Windows Server Fundamentals	No certification is required for this event in 2021-2022
320 - Computer Security (S PS)	MTA Security Fundamentals	IT Specialist - Network Security
330 - C# Programming (S PS)	MTA Software Development Fundamentals C#	IT Specialist - Software Development
340 - Java Programming (S PS)	Not previously aligned	IT Specialist - Java
345 - SQL Database Fundamentals (S PS)	Not previously aligned	IT Specialist - Databases
355 - Python Programming (S PS)	Not previously aligned	IT Specialist - Python
405 - Fundamentals of Web Design (S PS)	MTA Introduction to Programming Using HTML and CSS	IT Specialist - HTML and CSS
505 - Entrepreneurship (S PS)	Not previously aligned	Entrepreneurship and Small Business (ESB)
920 - Digital Citizenship (ML)	Not previously aligned	IC3 Global Standard 6 Level 1

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 2021-2022 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 encourages 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.

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 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.

PLEASE NOTE: If students participate on a team and that team places in the top three, the financial award will be divided equally among each member of the team based on the above prize levels. Although students are eligible to compete in both competitions, should they place in the top three in both, they may only be recognized and receive a financial award in one.

Registration begins for both competitions on January 20, 2022 and the competitions will run from February 1 - 25, 2022. Do you have what it takes to be crowned the BPA | Knowledge Matters Virtual Challenge Champions in Dallas, TX? Visit: <https://bpa.org/nlc/partner-competitions/bpa-virtual-business-challenge/> for more information.

2021-2022 CALENDAR

SEPTEMBER 2021

9/1	WSAP Released
9/1	BPA Cares & BPA Torch Handbooks Released
9/1	2020-2021 WSAP Competitive Event Sale Begins
9/8	National BPA Membership Welcome Webinar
9/15	National Officer Team Welcome
9/22	WSAP Update Webinar
9/22	Partner Webinar - CISCO Cybersecurity Awareness Month
9/29	Cares & Torch Awards Update Webinar

OCTOBER 2021

10/1 - 31	Stukent Social Media Marketing Challenge
10/1	Student Certification Series 1 & 2 Launch
10/1	BPA LEADS: Fall Leadership Academy Registration Opens
10/6	New Chapter Welcome
10/6	Advisor Certification Series Begins
TBD	Partner Webinar - AICPA, Start Here, Go Places.
TBD	Partner Webinar - Stukent

NOVEMBER 2021

11/1	Fall Membership Early Registration Deadline
11/5	Advisor Professional Development Conference
11/6	BPA Student Leadership Summit
11/15	Registration Deadline for All Virtual Events
TBD	BPA Chapter Social Week
11/8, 15, 22	Fall Leadership Academy

DECEMBER 2021

12/6, 13, 20	Fall Leadership Academy (Continued)
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JANUARY 2022

1/12	Running for National Office Webinar
1/15	Submission Deadline for All Virtual Events (VO1 - VO10)
1/20	Knowledge Matters Virtual Business Challenge Registration Opens (S)

FEBRUARY 2022

2/1 - 28	CTE Month
2/6 - 12	BPA WEEK
2/9	NLC Advisor Orientation Webinar
2/15	Membership Registration Deadline
2/23	Exploring NLC Webinar
2/28	Registration Opens for the 2022 National Leadership Conference

MARCH 2022

3/1	BPA Cares Professional Awards Nomination Deadline
3/1	Virtual Event Finalists (Top 10) Announcement
3/25	BPA Cares Service Learning & Special Recognition Awards Deadline
3/25	Torch Awards Deadline

APRIL 2022

4/1	NLC Hotel Registration Closes / NLC Competitive Event Registration Closes / Early NLC Registration Fee Deadline
4/1	Quality Chapter Distinction Application Deadline
4/1	National Officer Candidate Materials Due
4/1	National WSAP Pre-submitted Competitive Event Deadline
4/1	Scholarship Application Deadline
4/2 - 8	NLC Late Registration (NLC Late Registration Fee Imposed)

MAY 2022

5/4 - 8	BPA National Leadership Conference - Dallas, Texas
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JUNE 2022

TBD	2022-2023 National Officer Team Training
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JULY 2022

TBD	National Summer Advisory Meetings
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AUGUST 2022

8/15	Membership Registration System Opens for the 2022-2023 Membership Year
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BUSINESS PROFESSIONALS OF AMERICA



GO BEYOND YOUR LIMITS

2021 - 2022

2022 NATIONAL LEADERSHIP CONFERENCE

DALLAS, TX

Wednesday, May 4 - Sunday, May 8

Opening Session May 4 | Closing Awards Session May 7 | bpa.org/nlc

Full Registration

Open to registered advisors and students only

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.

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 2022 National Leadership Conference is Wednesday, May 4 - Sunday, May 8, 2022. Official NLC properties are the Hilton Anatole and Sheraton Dallas. Information regarding conference rate and state assignments will be made available at bpa.org/nlc.



STUKENT SOCIAL MEDIA MARKETING CHALLENGE (Secondary Division)



Back for the 2021-2022 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, 2021, 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>.

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