Professional Business Associates has established a standard style for all documents that are produced for the Workplace Skills Assessment Program. These styles can be found on the following pages. Please review the styles carefully in preparing for the Workplace Skills Assessment Program.

**Formatting Notes:**
- Left justification of documents is to be used unless otherwise indicated.
- Use a 12-point standard font unless otherwise indicated.
- Spacing Guidelines:
  - One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
  - One or two spaces may be used following the end-of-sentence punctuation.
  - One or two spaces may be used after a colon.
  - For a dash, use either the dash key or two hyphens (no spaces before, between, or after).
  - Spacing must be consistent throughout the document.
- Spell out numbers from 1 through 10; use figures for numbers above 10. This rule applies to both exact and approximate numbers. Use the same style to express related numbers above and below 10. If any of the numbers are above 10, put them all in figures.
- When using the abbreviation for Post Office in an inside address or in OCR format on an envelope, it should be as follows: PO (no space between letters).
- If the items each begin with a number or a letter, you may use the numbered list feature of your word processing program. Each item will begin at the left margin, and no space will be left between the items.
- If the items are in a bulleted list, you may use the bulleted list feature of your word processing program. Each item will begin at the left margin, and no space will be left between the items.
- Main and subheadings should be keyed in boldface except in the Report format.
- Documents in the style manual may not show the correct top margins due to instruction box at the top of the page.

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PROFESSIONAL BUSINESS ASSOCIATES

Agenda

Regular Meeting of Board of Directors

Tuesday, March 29, 20-- - 1 p.m.

Boardroom, Sixth Floor

1. Call to Order—Nancy Wells, Chief Executive Officer
2. Roll Call—Harvey Rosen, Secretary
3. Reading of the Minutes—Harvey Rosen, Secretary
4. Treasurer’s Report—Julie Smith, Treasurer
5. Other Officer Reports
6. Committee Reports
   Accounting—Larry Owens
   Social—Bernice Adams
   Fund Raising—Kathy Ludwig
7. Unfinished Business
   Dues Increase
   Name Change
8. New Business
   Purchase of Folders
   Anniversary Celebration
9. Date of Next Meeting
10. Adjournment

Note:
- Do not enumerate if times are used.
- If times are used, they can be aligned at the colon or left aligned.
- Numbers may be left or right aligned.
Business Plan

Part I—Executive Summary
The Executive summary describes the business plan in enough detail to encourage the reader to turn the page and read the information contained in the section that follows. You should pay close attention to what is written in this section. Often the reader will attempt to pass judgment based on what is contained in this part of the plan. With this in mind, the individual must provide a desire in the reader to want to invest and/or participate in the company. This is typically the last segment of the Business Plan to be written.

Part II—History and Description of the Company
This section describes the company, what the company is, where the idea came from and other information that will intrigue the reader.

Part III—Mission and Vision (Objective of Business)
This section will contain the Mission and Vision statements of the company.

Part IV—Product/Service Description
The product and/or service to be provided by the company is described in this section. Included in this write-up could be an explanation as to why people will buy the product or service. What is unique about the product in relation to the competition is illustrated. Any special information about the product is shown in detail and a physical representation of the product or service needs to be presented.

Part V—Marketing Analysis
This section of the plan describes the target market and why these individuals were chosen as the primary customers. Specifying your business and its competitive edge will be illustrated in this section. The target customer needs to be described. Methods of identifying and attracting customers, the type of sales force, and any specific distribution channels is to be included, as is the company’s pricing policy.

Part VI—Management of Business
You will identify the “key” players in the organization. Included are the company’s officers and their roles and responsibilities. Outside investors, members of the Board of Directors are enumerated. The descriptions of the company’s officers illustrate their competencies and qualifications for filling their roles.

Part VII—Manufacturing/Operating Plan
How are you going to do business? What is the manufacturing process? What equipment is needed and what might be desired but not immediately needed? The facility, its location, size, and use of space are to be included and in detail. Additionally, why a location was selected over other sites is related in this section. Suppliers/Vendors are listed, especially if they provide unique products or services.
Part VIII—Financial Analysis

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served.

Part IX—Supporting Documentation

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, resumes, product designs, etc. These items and pages are not included in the total number of pages.

Part X—Signature Page

On a separate page (not included in total number of pages), include a typed name with the signature of the author and advisor. Include the statement “I (we) attest that the information in this document is my (our) own original work and effort.”
Sunday, April 1
(DS)
9:02 a.m.  Depart Columbus, Port Columbus International Airport (CMH), Delta Airlines, Flight 684 (non-stop) (Breakfast served).
(DS)
12:32 p.m.  Arrive New York City, LaGuardia Airport (LGA).

Monday, April 2
9:30 a.m.  Breakfast appointment with Jane Smith, Chamber of Commerce representative, at Plaza Hotel, 200 Broad St., Circle Restaurant, regarding survey for possible branch in New York City.
1:00 p.m.  Meeting with Phil Langton at the Waldorf Hotel, Suite #345.
3:30 p.m.  Appointment with Francis Evans at Citibank, 410 Norway Avenue, regarding loan. (Take last quarter’s financial statements.)

Tuesday, April 3
8:00 a.m.  Breakfast with Julie Crampton, Office Enterprises.
3:00 p.m.  Depart New York City, LaGuardia Airport (LGA) Delta Airlines, Flight 410 (non-stop).
4:15 p.m.  Arrive Columbus, Port Columbus International Airport (CMH).

Note:
- Times can be aligned at the colon or left aligned.
The Optical Character Recognition style (including all recommended abbreviations) is to be used by the company for all labels and envelopes. The company does not use window envelopes.

MS JULIE SMITH
HUMAN RESOURCES DEPARTMENT MANAGER
PROFESSIONAL BUSINESS ASSOCIATES
5454 CLEVELAND AVE
COLUMBUS OH 43231-4021

Note:
• One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
STATE OF OHIO,

Plaintiff,

v.

JOSEPH S. JONAH,

Defendant

I, Mary R. Smith, upon oath, state as follows:

1. On January 8, 200x, Thursday, ……. that I never saw Mr. Jonah with any personnel files that night.

Mary R. Smith

WITNESS my hand and official seal in the County and State aforesaid this ______ day of ________, 20____

Notary Public
INTERROGATORIES

1. Please state your name and current address.

2. List all former names and when you were known by those names. State all addresses where you have lived for the past ten (10) years, the dates you lived at each address, your Social Security number, and your date of birth.

3. Describe any and all policies of insurance.

13. Please state if you have ever been a party, either plaintiff or defendant, in a lawsuit other than the current matter and if so, state whether you were plaintiff or defendant, the nature of the action, and the date and court in which such suit was filed.

Signature of Person Available

STATE OF OHIO

BEFORE ME, the undersigned authority, personally appeared ____________________________, who, after being first duly sworn, says that the foregoing interrogatories and the answers to same are true and correct.

SWORN TO AND SUBSCRIBED before me this ____day of __________, 20__.

Notary Public
IN THE CIRCUIT COURT OF THE
4TH JUDICIAL CIRCUIT IN AND
FOR JEFFERSON COUNTY, OHIO
(CASE NO. DA-4444 (DS)

JAN CUMMENT,
(Plaintiff,

v.

SUSAN LONG,
(Defendant
__________________/

FINAL JUDGMENT

THIS CAUSE having come on for trial on September 25, 20___, and in view of the
foregoing, it is
ORDERED AND ADJUDGED that Plaintiff JAN CUMMENT shall recover from
Defendant SUSAN LONG the total sum of Fifteen Thousand and 00/100 Dollars ($15,000), for
all of which let execution issue.

This judgment shall bear interest at the rate of seven percent (7%) per annum until paid in
full.
DONE AND ORDERED in Chambers at Fort Lauderdale, Jefferson County, Ohio, this
day of ____________, 20__.

COUNTY JUDGE

Copies furnished:
Durable Power of Attorney

Know All Men By These Presents:

That JUAN CIMMENT, Grantor, has made, constituted, and appointed, and by these presents does make, constitute, and appoint KATHY CIMMENT SMITH his true and lawful attorney-in-fact for him and in his name, place and stead, for the sole and singular purpose of:

executing any and all documents necessary or required to establish or create a joint account between JUAN CIMMENT and KATHY CIMMENT SMITH at Mingo National Bank or any other banking or savings and loan institution, and further, KATHY CIMMENT SMITH is further empowered to make, do, and transact any and every kind of business of whatsoever kind and whatsoever nature on behalf of Grantor,

giving and granting unto KATHY CIMMENT SMITH, said attorney-in-fact, full power and authority to do and perform all and every act and thing whatsoever requisite and necessary.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this ___ day of ________, 20___.

Signed and sealed in the presence of

Witness

JUAN CIMMENT

Witness

This is a footer.
Current Date

Mr. Larry Brown
1101 Hortez Road
Chicago, IL  60601-1234

Dear Mr. Brown:

Your current balance on the enclosed invoice is long overdue. We are planning to turn your records over to a collection agency soon.

It is important that you contact our accounting department immediately to arrange an easy payment plan that will be satisfactory to both parties.

Please contact Roger Owens, your account representative, at 601-542-0014.

Sincerely,

Nancy Wells
Chief Executive Officer

Enclosure

c  Roger Owens

Name of Addressee or Company
Page # (SS)
Date (DS)
Marketing Plan

Part I—Title Page and Table of Contents*

This identifies the Marketing Plan name, author(s), and the content of the document.

Part II—Synopsis or Mini-plan

This section contains an Executive Summary. An executive summary defines and illustrates the content of the Marketing Plan. It should be no more than one page in length so as to allow the reader to determine his/her interest in reading the balance of the plan.

Part III—Company Goals

Included in this part of the Marketing Plan are the objectives and/or goals established for the organization. These are items that will generally result in and/or produce outcomes for the company to achieve.

Part IV—Market Analysis

This section is the bulk of the plan. It includes the following segments: (1) Market Demographics which identifies (a) who the customers are as defined by education, income, family make-up, age, or gender, and (b) what their needs are. (2) SWOT Analysis that defines the strengths, weaknesses, opportunities, and threats for the company, looking at the economic, social, legal and technological events in the industry. (3) The market competition facing the organization. (4) Marketing Strategies that identified the pricing strategy adopted, how the company will measure its success, and what is the marketing mix the organization will rely on the help make the product a success. (5) It must include a Financial Analysis that incorporates a three (3) year Income/Cost Statement. The first year will define the monthly costs, and income projections including the influx of money, sales projections and all operating expenses. The second year will illustrate quarterly costs, income projections including any new investment money, sales projects, and all operating expenses. Additionally, and projections for expansion and/or growth should be illustrated. For the third year, a single annual costs and income projection including those items above should be presented.

Part V—Supporting Documentation (research, charts, brochures, etc.)*

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, resumes, product design, etc. These items and pages are not included in the total number of pages.
SUBJECTIVE: The patient is a 14-year-old female who fell from a horse on July 1, XXXX. She suffered from a fracture of the right inferior pubic ramus.

OBJECTIVE: Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.

ASSESSMENT: 1. Nondisplaced fracture, right pubic ramus.  
2. Intense swelling.  
3. Severe lower leg pain.  
4. Hypertension.

PLAN: The patient can get rid of the crutches when the swelling has decreased and there is no longer a limp associated with pain.

Gene Loghlin, M.D.
HISTORY OF PRESENT ILLNESS: The patient is a 14-year-old female who fell from a horse on July 1, XXXX. She suffered from a fracture of the right inferior pubic ramus.

MEDICATIONS: 2 Advil every two hours and multivitamins with iron.

PHYSICAL EXAMINATION: Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.


PLAN: The patient can get rid of the crutches when the swelling has decreased and there is no longer a limp associated with pain.

Gene Loghlin, M.D.
MEMORANDUM (16 PT)

(TS)
TO: Tom Carlson, Julie Smith, Roger Meyer, Edna Renick
(DS)
FROM: Harvey Rosen
(DS)
CC: Nancy Wells, CEO
(DS)
DATE: September 9, 2003
(DS)
SUBJECT: Mandatory Payroll Deductions
(TS)

It has come to my attention that some employees believe that payroll deductions are optional. Please share the following information with the employees in your respective departments. It can be found on page 23 of our Personnel Manual.

“Professional Business Associates is required by law to make certain deductions from your paycheck each time one is prepared. Among these are your federal, state, and local income taxes and your contribution to Social Security as required by law. These deductions will be itemized on your check stub. The amount of the deductions will depend on your earnings and on the information you furnish on your W-4 form regarding the number of exemptions you claim. If you wish to modify this number, please request a new W-4 form from your manager immediately. Only you may modify your W-4 form. Verbal or written instructions are not sufficient to modify withholding allowances. We advise you to check your pay stub to ensure that it reflects the proper number of withholdings.”

The payroll deductions we make are not optional as they are required by law. If any of your employees have questions, please let me know and I’ll be more than happy to address them on an individual basis. Thank you for your time and attention to this matter.
A regular meeting of the Board of Directors of Professional Business Associates was called to order at 5454 Cleveland Avenue, Columbus, Ohio, at 10 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following directors were present, constituting all the directors: Jared G. Allison II, Kenneth L. Calderone, Deborah Dean Daniels, and Gary Guyot.

Jared G. Allison II, Chairman, presided and David K. Rust, Assistant Secretary, recorded the proceedings of the meeting.

The minutes of the last meeting were approved.

Mr. Allison introduced Gregory A. Horn, Executive Vice President of Operations, who reported on August operations. Although sales were low, future prospects looked good. Gary Guyot reviewed the recommendations for building a new facility or renovating the existing facility to accommodate the corporation’s information processing needs over the next ten years.

The next meeting of the Board will be held on November 24, 20--, at 10 a.m.

There being no further business, the meeting was adjourned at 1:05 p.m.

Note:
- The line for the Secretary’s signature must be two inches long.
- The word Secretary is to be centered below the line.
PROFESSIONAL BUSINESS ASSOCIATES EXPANDS

Professional Business Associates is expanding its facilities by adding another 65,000 square feet of office space. The renovations should be completed by June 15, 20--.

The expansion project, headed by Myrtle Warden, is anticipated to cost approximately $15.5 million. An additional 350 employees will be hired over the next two years.

This expanded facility will allow Professional Business Associates to offer many more services, especially in the area of training on specially designed software packages.

An open house is tentatively planned for July 5. More details will be forthcoming.

(more ...)

Note:
- Do not put the word “Page” in front of the page number.
- For a one-page news release, omit (more …) and follow directions below.
- Double space below the last line of the document, center and insert the symbols # # #.
SPACING TOPIC OUTLINES

(QS)

I. VERTICAL SPACING
   (DS)
   A. Title of Outline
      1. Two-inch top margin
      2. Followed by three blank lines
   B. Major Headings and Subheadings
      1. All major headings followed by double space
      2. All subheadings single spaced
   (DS)

II. HORIZONTAL SPACING
   (DS)
   A. Title of Outline Centered Over Line of Writing
   B. Major Headings and Subheadings
      1. Identifying Roman numerals at left margin or aligned on periods
      2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

Note:
- If complete sentences are used in outlines, they should be followed by an appropriate mark of punctuation.
- Roman numerals can be left or right aligned.
Report Format

Whether written for personal or business use, a report should present a message that is well organized, stated simply, and clear in meaning. A report that does not meet these criteria reflects a lack of planning and preparation.

Planning a Report

Three steps should be taken in planning a report. Selecting the topic is not merely the first step, but also the most important one. It is vital that you choose a topic in which you have sufficient interest to do the necessary related reading and research.

Preparing the Report

Steps to Follow. Three steps should be followed in preparing the report.

1. Look for data and authoritative statements.
2. Prepare a rough draft of the report, organizing the data into a series of related paragraphs. Any sentences that follow an enumerated item should be left blocked.
3. Read the rough draft carefully.

Whether the report is typed or printed, it should be neat and arranged in proper format. A neat report presented in an orderly style makes an immediate positive impression on the reader.

Note:
- The title is typed in Title Case (not all caps) and is not bold.
- Hanging indented style is not used for enumerations.


*Note:*
- A Web site address is accepted in either normal or smaller font size.
- The marking “---” is used to indicate a repeat in authors.
Students from Johnson High School will attend the 20-- National Leadership Conference of Business Professionals of America in Cincinnati, Ohio, April 28-May 2, 20--. The theme of the conference is “Savor Success.” During the five-day conference, the students will participate in skills assessments, workshops, and an election campaign. Also, they will be enjoying some of the sites in the Cincinnati area.

More than 4,000 students nationwide will attend the conference as top representatives from the approximately 50,000 national members.
### SALARY CHART

**Administrative Support Department**

<table>
<thead>
<tr>
<th>Position</th>
<th>Current Salary</th>
<th>Percent Increase</th>
<th>Amount Increase</th>
<th>New Salary</th>
</tr>
</thead>
<tbody>
<tr>
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<td>6.5</td>
<td>1,690.00</td>
<td>27,690.00</td>
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<tr>
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<td>19,000.00</td>
<td>5.0</td>
<td>950.00</td>
<td>19,950.00</td>
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<tr>
<td>Administrative Assistant</td>
<td>23,000.00</td>
<td>5.5</td>
<td>1,265.00</td>
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<tr>
<td>Data Entry Clerk</td>
<td>16,500.00</td>
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<td><strong>9,352.50</strong></td>
<td><strong>177,352.50</strong></td>
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**Note:**
- Column headings may be centered over column or blocked at left of column.
- For two-line column headings, align headings at bottom of cell and, for table w/out gridlines, underline bottom word.
- Gridlines are optional unless otherwise stated.
- If gridlines are not used, underline column headings and DS after heading.
- Do not include $ with dollar amounts in columns. Dollar signs may be placed in Total Row.
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double-spaced.
- Tables within another document should be centered horizontally unless otherwise indicated. DS before and after the table.
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**Note:**

- Roman numerals can be left or right aligned.
- Page numbers should be right aligned with leader lines.
# Two-Letter and Address State Abbreviations

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<th>STATE, DISTRICT OR TERRITORY</th>
<th>TWO-LETTER ABBREVIATION</th>
<th>STATE, DISTRICT OR TERRITORY</th>
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## Address Abbreviations

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<td>Lane</td>
<td>LN &amp; LA</td>
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<td>CTR</td>
<td>Parkway</td>
<td>PKY &amp; PKWY</td>
</tr>
<tr>
<td>Circle</td>
<td>CIR</td>
<td>Place</td>
<td>PL</td>
</tr>
<tr>
<td>Court(s)</td>
<td>CT(S)</td>
<td>Plaza</td>
<td>PLZ</td>
</tr>
<tr>
<td>Drive</td>
<td>DR</td>
<td>Road</td>
<td>RD</td>
</tr>
<tr>
<td>Expressway</td>
<td>EXPY &amp; EXPWY</td>
<td>Rural</td>
<td>R</td>
</tr>
<tr>
<td>Extension</td>
<td>EXT</td>
<td>Square</td>
<td>SQ</td>
</tr>
<tr>
<td>Freeway</td>
<td>FWY &amp; FRWY</td>
<td>Street</td>
<td>ST</td>
</tr>
<tr>
<td>Heights</td>
<td>HTS &amp; HGTS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rules for Alphabetic Filing

The following seven rules provide consistency in simplified filing:

1. Each filing unit in a filing segment is to be considered. This includes prepositions, conjunctions, and articles. The only exception is when the word The is the first filing unit in a filing segment. In this case, The is the last filing unit. Spell out all symbols (e.g., &, $, #) and file alphabetically.

2. Alphabetize by arranging files unit-by-unit and letter-by-letter within each unit.

3. File “nothing before something.” File single unit filing segments before multiple unit filing segments.

4. Ignore all punctuation when alphabetizing. This includes periods, commas, dashes, hyphens, apostrophes, etc. Hyphenated words are considered one unit.

5. Arabic and Roman numbers are filed sequentially before alphabetical characters. All Arabic numerals precede all Roman numerals.

6. Acronyms, abbreviations, and radio and television station call letters are filed as one unit.

7. File under the most commonly used name or title. Cross-reference under other names or titles, which might be used in an information request.

Personal Names

1. Simple Personal Names
   Use the last (surname) as the first filing unit. The first name or initial is the second filing unit. Subsequent names or initials are filed as successive units.

2. Personal Names with Prefixes
   Surnames that include a prefix are filed as one unit whether the prefix is followed by a space or not. Examples of prefixes are: D’, Da, De, Del, De la, Della, Den., Des, Di, Du, El, Fitz, L’, La, Las, Le, Les, Lo, Los, M, Mac, Mc, O’, Saint, St., Ste., Te, Ten, Ter, Van, Van der, Von, Von der.

3. Personal Names with Personal and Professional Titles and Suffixes
   Suffixes are not used as filing units except when needed to distinguish between two or more identical names. When needed, a suffix is the last filing unit and is filed as written, ignoring punctuation.

4. Personal Names which are Hyphenated
   Ignore the hyphen and file the two words as one unit.

5. Pseudonyms and Royal and Religious Titles
   Pseudonyms are filed as written. Personal names that start with a royal or religious title and are followed by only a given name(s) are filed as written.

6. Foreign Personal Names
   If the surname is identifiable, file the name as any other personal name is filed. If there is a question about the surname, use the last name as the first filing unit and make a cross-reference from the first name.

7. Nicknames
   When a person commonly uses a nickname as a first name, file using the nickname. Cross-reference from the given name only if necessary.
**Business Names**

When the same filing segment is applicable to more than one location, filing order is determined by an identifying location. In the case of banks, unions, etc., this location may be a branch, local number, post, etc. For most businesses, it will be an address. When using an address, cities are considered first, followed by states or provinces, street names, house number, and then building number, in that order.

**Address Arrangement**

When the first units of street names are written as numbers, the street names are considered in ascending numeric order and placed together before alphabetic street names.

Street names with compass directions are considered as written. Numbers after compass directions are considered before alphabetic names (for example: East 8th, East Main, Franklin, SE Eighth, Southeast Eighth, etc.)

If a filing unit within an address is not necessary for identification, it does not have to be used.

**Business and Organization Names**

1. Business and organization names are filed as written, using the business letterhead or trademark as a guide. Names with prefixes follow the example for personal names with prefixes.

   Note: When necessary to ensure information retrieval, cross-reference between acronyms and the complete name.

2. Subsidiaries of businesses will be filed under their own name with a cross-reference to the parent Company, if needed.

3. Location words in business names will follow the standard rule that each word/filing unit is treated as a separate filing unit.

4. Compass terms in business names: Each word/unit in a filing segment containing a compass term is considered a separate filing unit. If the term includes more than one compass point, treat it as it is written. Establish cross-references as needed.

**U.S. Governmental/Political Designations**

When filing governmental/political material, the name of the major/governmental/political entity is filed first, followed by the **distinctive** name of the department, bureau, etc.

This rule covers all governmental and political divisions, agencies, department, committees, etc. from the federal to the state, county/parish, city, district, and ward level.

*(examples on next page)*
EXAMPLES:

**Federal**
The name of the major governmental entity, United States Government, is filed first followed by the distinctive name of the department, office, service, bureau, etc. For example, Labor is the distinctive part of the name Department of Labor, so it should be filed as Labor Department (of).

- United States Government
  - Agriculture Department (of)
    - Natural Resources Office (of)
    - Forestry Service
  
- United States Government
  - Environmental Protection Agency

**State and Local**
State, county, parish, city, town, township, and village governmental/political divisions are filed by their distinctive names. The words “county,” “city” “department” etc., if needed and as appropriate, are added for clarity and are considered filing units.

- Ohio State (of)
  - Transportation Department (of)
    - Motor Vehicles Division (of)

*Note:* If “of” is not part of the official name as written, it is not added.

**Foreign Governments**
The distinctive name translated into English is the first filing unit. If needed, the balance of the formal name of the government forms the next filing unit(s). Divisions, departments, and branches follow in sequential order, reversing the written order where necessary to give the distinctive name precedence in the filing arrangement.

States, colonies, provinces, cities, and other divisions of foreign governments are filed by their distinctive or official names as translated into English. Cross-reference written name to official native name where necessary.

*Note:*
- *The World Almanac and Book of Facts* are excellent references for the translation of foreign names into English and for clarification of relations between governments. Another source is the book *Counties, Dependencies, and Areas of Special Sovereignty* published by U.S. Dept. of Commerce, National Bureau of Standards, Institute for Computer Sciences & Technology, Gaithersburg, MD 20899.
Professional Business Associates

Organizational Chart

Professional Business Associates develops and sells software, hardware, and services. The services provided are:

1. Systems analysis
2. Software development and design
3. Marketing
4. Training development
5. Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Executive Officer</td>
<td>Nancy Wells</td>
</tr>
<tr>
<td>Financial Services Department</td>
<td>Harvey Rosen</td>
</tr>
<tr>
<td>Information Technology Department</td>
<td>Tom Carlson</td>
</tr>
<tr>
<td>Human Resources Department</td>
<td>Julie Smith</td>
</tr>
<tr>
<td>Marketing Department</td>
<td>Roger Meyer</td>
</tr>
<tr>
<td>Administration Support Department</td>
<td>Edna Renick</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chief Executive Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Office Assistant</td>
</tr>
<tr>
<td>2. Data Entry Clerk</td>
</tr>
<tr>
<td>3. Payroll Clerk</td>
</tr>
<tr>
<td>4. Accounting Clerk</td>
</tr>
<tr>
<td>5. Administrative Clerk</td>
</tr>
<tr>
<td>6. Database Assistant</td>
</tr>
<tr>
<td>7. Spreadsheet Specialist</td>
</tr>
<tr>
<td>8. Accountant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Office Assistant</td>
</tr>
<tr>
<td>2. Data Entry Clerk</td>
</tr>
<tr>
<td>3. Database Specialist</td>
</tr>
<tr>
<td>4. Information Processing Assistant</td>
</tr>
<tr>
<td>5. Administrative Assistant</td>
</tr>
<tr>
<td>6. Programmer</td>
</tr>
<tr>
<td>7. Software Engineer</td>
</tr>
<tr>
<td>8. PC Servicing/ Troubleshooting</td>
</tr>
<tr>
<td>9. Network Administration</td>
</tr>
<tr>
<td>10. Digital Media Specialist</td>
</tr>
<tr>
<td>11. E-commerce Specialist</td>
</tr>
<tr>
<td>12. Web site Developer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Office Assistant</td>
</tr>
<tr>
<td>2. Personal Clerk</td>
</tr>
<tr>
<td>3. Information Processing Assistant</td>
</tr>
<tr>
<td>4. Administrative Assistant</td>
</tr>
<tr>
<td>5. Medical Support Assistant</td>
</tr>
<tr>
<td>6. Insurance Benefits Clerk</td>
</tr>
<tr>
<td>7. Management Assistant</td>
</tr>
<tr>
<td>8. Payroll Specialist</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Office Assistant</td>
</tr>
<tr>
<td>2. Information Processing Assistant</td>
</tr>
<tr>
<td>3. Administrative Assistant</td>
</tr>
<tr>
<td>4. Desktop Publisher</td>
</tr>
<tr>
<td>5. Graphic Design Assistant</td>
</tr>
<tr>
<td>6. Desktop Publishing/ Graphic Assistant</td>
</tr>
<tr>
<td>7. International Business Coordinator</td>
</tr>
<tr>
<td>8. Web site Liaison</td>
</tr>
<tr>
<td>9. Management Assistant</td>
</tr>
<tr>
<td>10. Small Business Liaison</td>
</tr>
<tr>
<td>11. Research Assistant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administrative Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Office Assistant</td>
</tr>
<tr>
<td>2. Information Processing Specialist</td>
</tr>
<tr>
<td>3. Administrative Assistant</td>
</tr>
<tr>
<td>4. Database Specialist</td>
</tr>
<tr>
<td>5. Spreadsheet Specialist</td>
</tr>
<tr>
<td>6. Desktop Publishing Assistant</td>
</tr>
<tr>
<td>7. Legal Research Assistant</td>
</tr>
<tr>
<td>8. Graphic Design Assistant</td>
</tr>
<tr>
<td>9. Management Assistant</td>
</tr>
</tbody>
</table>
Production Standards

Criteria for the evaluation of computer-generated items

I. Method of Evaluation

A. Student completion time will be used to determine ranking in case of a tie.
B. The same evaluator determines the document’s scoring level and calculates points earned.
C. Another evaluator calculates and verifies total points earned.
D. Left justification of documents is to be used unless otherwise indicated.
E. Use a 12-point standard font unless otherwise indicated.
F. Spacing Guidelines:
   One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
   One or two spaces may be used following the end of sentence punctuation.
   One or two spaces may be used after a colon. For a dash, use either the dash key or two hyphens (no spaces before, between, or after).
G. Spacing must be consistent throughout the document
H. A word cannot have more than one error; for example, the word “bokkepre” contains only one error.
I. Software templates may be used where applicable but must be modified to meet the standards of Professional Business Associates.
J. A contestant may receive credit for only one partially completed job.
K. More than one style may be accepted if an illustration is not shown in the Style Manual.

II. Scoring/Errors

Four levels of scoring:

<table>
<thead>
<tr>
<th>Errors</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 errors</td>
<td>100% of assigned point value of each document</td>
</tr>
<tr>
<td>1 error</td>
<td>90% of assigned point value of each document</td>
</tr>
<tr>
<td>2 errors</td>
<td>70% of assigned point value of each document</td>
</tr>
<tr>
<td>3 or more</td>
<td>0% of assigned point value of each document</td>
</tr>
</tbody>
</table>

Each occurrence of the following counts as one error:

1. Misspelling
2. Typographical error
3. Grammatical error
4. Incorrect punctuation
5. Incorrect capitalization
6. Incorrect syllabication
7. Addition of word(s)—each word added is an error
8. Omission of word(s)—each word omitted is an error
9. Omission of enclosure or attachment notation
10. Omission of reference initials/contestant number
11. Instructions not followed
12. Format error

If it is clearly evident that the Style Manual format is not followed, 0% of the assigned point value for that document is awarded. If it is clearly evident that an attempt was made to follow the Style Manual format, format mistakes will count as one error each.
# Proofreader's Marks

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>REVISION</th>
<th>EDITED COPY</th>
<th>CORRECTED COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>s</td>
<td>Transpose letters or words.</td>
<td>to efficiently keyboard for a long period</td>
<td>to keyboard efficiently for a long period</td>
</tr>
<tr>
<td>Delete copy.</td>
<td>Send two or three copies</td>
<td>the major problem</td>
<td>the major problem</td>
</tr>
<tr>
<td>/</td>
<td>Cross the misstroke and write correct letter above.</td>
<td>the copy was mailed</td>
<td>The copy was mailed</td>
</tr>
<tr>
<td>-</td>
<td>Change copy as indicated.</td>
<td>The letterhead</td>
<td>the letterhead</td>
</tr>
<tr>
<td>^</td>
<td>Insert copy (caret).</td>
<td>When we receive the copy</td>
<td>when we receive the edited copy</td>
</tr>
<tr>
<td>ñ</td>
<td>Insert period.</td>
<td>Donald P. Miller</td>
<td>Donald P. Miller</td>
</tr>
<tr>
<td>?/</td>
<td>Insert question mark.</td>
<td>Are you sure? Yes</td>
<td>Are you sure? Yes</td>
</tr>
<tr>
<td>l/</td>
<td>Insert exclamation point.</td>
<td>No! I refuse</td>
<td>No! I refuse.</td>
</tr>
<tr>
<td>ː</td>
<td>Insert punctuation mark.</td>
<td>Mary's comment was: The project must be completed by 1:30, otherwise, it will be of no value.</td>
<td>Mary's comment was, “The project must be completed by 1:30; otherwise, it will be of no value.”</td>
</tr>
<tr>
<td>#</td>
<td>Insert space.</td>
<td>The text on the shelf</td>
<td>The text on the shelf</td>
</tr>
<tr>
<td>lc or /</td>
<td>Use lowercase letters.</td>
<td>The Main Event lc</td>
<td>The Main Event lc</td>
</tr>
<tr>
<td>caps or =</td>
<td>Capitalize single letters or words.</td>
<td>Eastern; Pacific</td>
<td>Eastern; Pacific</td>
</tr>
<tr>
<td>DS</td>
<td>Double-space. (Leave one blank line.)</td>
<td>Dear Miss Smith Thank you for</td>
<td>Dear Miss Smith Thank you for</td>
</tr>
<tr>
<td>SS</td>
<td>Single-space. (Leave no blank line.)</td>
<td>We are happy to announce that</td>
<td>We are happy to announce that</td>
</tr>
<tr>
<td>QS</td>
<td>Quadruple-space. (Leave three blank lines.)</td>
<td>John J. Smith, CEO</td>
<td>John J. Smith, CEO</td>
</tr>
<tr>
<td>stet or ...</td>
<td>Let it stand; ignore correction.</td>
<td>Our proposed seminar will likely be held.</td>
<td>Our proposed seminar will likely be held.</td>
</tr>
<tr>
<td>[ ]</td>
<td>Move copy in the direction of the bracket.</td>
<td>Sincerely yours John Jones Manager</td>
<td>Sincerely yours (QS) John Jones Manager</td>
</tr>
<tr>
<td>[ ]</td>
<td>Beginning new paragraph.</td>
<td>at the meeting. Beginning in June our next</td>
<td>at the meeting. Beginning in June our next</td>
</tr>
<tr>
<td>_ or ital</td>
<td>Underline or italicize.</td>
<td>All requests must be</td>
<td>All requests must be</td>
</tr>
<tr>
<td>//</td>
<td>Align copy.</td>
<td>1. Call to order 2. Approval of minutes</td>
<td>1. Call to order 2. Approval of minutes</td>
</tr>
<tr>
<td>⚠</td>
<td>Spell out word or number.</td>
<td>1945 North Water Street</td>
<td>1945 North Water Street</td>
</tr>
<tr>
<td>=/ or</td>
<td>Insert hyphen.</td>
<td>His mother-in-law</td>
<td>His mother-in-law</td>
</tr>
</tbody>
</table>
**Graphic Standards**

The logo for Business Professionals of America has been carefully researched from a legal standpoint. The name is registered and the logo design protected by copyright and service mark. In order to obtain the maximum benefit from the image package, it must be used consistently throughout the organization—locally, regionally, statewide, and nationally.

**Name Identification**

State associations will be Business Professionals of America, (State) Association. Chapters will be identified as Business Professionals of America, (School Name) Chapter. The complete name will be spelled out in all written materials. The acronym BPA may be used in text once the complete name has been used. Do not use the acronym for cover titles or headlines.

**The Tagline**

The purpose of the organization’s tagline is to serve as a linking device between our organization and our name. The official tagline is “Today’s students. Tomorrow’s business professionals.” To ensure that there is a clear communication of Business Professionals of America, the tagline must always be used with the logo for all printed pieces. This is a requirement for any use of the logo and must be adhered to in every case.

- The logo and tagline must be used on every Business Professionals of America printed publication.
- The tagline can be used on one line or two lines, depending on the size and shape of the graphic piece.
- When the logo is printed in two or three colors, the preferred print color for the tagline is navy blue, however black is acceptable.
- The type style to be used for the tagline is Futura Light, Arial, or Helvetica, upper and lower case.
- The size of the tagline may not be smaller than 7 point.

**The Logo**

The logo design is a type treatment of our name. The concept of the design is to provide a type style commonly associated with corporate businesses. The word “professionals” is graphically emphasized over the other design elements, through size and color keeping with the enhanced professional image of Business Professionals of America.

- The size of the logo may not be less than one inch wide.
- The one-color version can only be printed in navy blue or black.
- If two colors are used, they must be navy blue and tan.
- If three colors are used, they must be navy blue, tan, and red.
Color
The corporate color scheme is navy blue, tan, and red. All three colors are to be used whenever your budget allows, using PMS ink. (See below)

- The one-color version of the logo should ideally be navy blue; if your budget for the printed piece does not allow for a colored ink, black is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black is acceptable.
- If the logo is printed in one color (navy blue or black), the tagline must be printed in the same color.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The official PMS colors are to be used in every case except in four-color situations. The PMS colors are as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>289</td>
</tr>
<tr>
<td>Tan</td>
<td>466</td>
</tr>
<tr>
<td>Red</td>
<td>185</td>
</tr>
</tbody>
</table>

Four-color printing requires that a color formula be selected to match the specific PMS colors. The following are four-color formulas for the purpose of matching the corporate colors:

<table>
<thead>
<tr>
<th>Color</th>
<th>Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>20% yellow, 50% magenta, 50% black, 100% cyan</td>
</tr>
<tr>
<td>Tan</td>
<td>30% yellow, 10% magenta, 20% black</td>
</tr>
<tr>
<td>Red</td>
<td>100% yellow, 100% magenta, 20% black</td>
</tr>
</tbody>
</table>

When creating art work for computer Web pages, computer presentations, etc., the color compositions for RGB (Red, Green, Blue) may be needed if you are composing in that format. They are as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>0% red, 5.5% green, 26.7% blue</td>
</tr>
<tr>
<td>Tan</td>
<td>83.9% red, 72.9% green, 54.1% blue</td>
</tr>
<tr>
<td>Red</td>
<td>80% red, 18.8% green, 31% blue</td>
</tr>
</tbody>
</table>

Typography
The type design to complement the Business Professionals of America logo is Arial, or Helvetica; there are many variations, i.e., bold, light, italic.

- Arial, or Helvetica will only be used with the logo, i.e., copy lines such as the corporate tagline, the state association line, and the corporate stationery address and phone number.
- Arial Bold or Helvetica Bold, Arial Bold Italic or Helvetica Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners, and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America publications whether on the local, state, or national level.
**Official Emblem**  
The Business Professionals of America emblem is one of long-standing tradition. The redesigned emblem is to be used for *ceremonial purposes only*.

- The emblem will be used for the Emblem Building Ceremony and portions of the Opening Ceremony.

**Printing Tips**

**Do:**
- Follow the graphic standards printed in this booklet.
- Contact the National Center if there is the slightest doubt as to the procedures outlined.
- Use the artwork provided for reproduction; additional artwork is available from the National Center at cost.
- Use the corporate logo and tagline together in all printed circumstances.
- Use the corporate colors—PMS colors and numbers.

**Don’t**
- Use the corporate logo and tagline separately in printed pieces.
- Substitute the emblem for the corporate logo.
- Substitute other colors for the corporate colors.
- Alter the design of the corporate logo or official emblem in any manner.
- Alter, add, or delete any part of the logo, tagline, or emblem.

**Note:** Color separations and complete graphic standards are available from the National Center.

**Home Page/Multimedia Graphic Standards**  
The graphic standards for the printed page should be observed in Internet Web site or multimedia presentation creations whenever possible.

The rules for official logo colors should be observed. If PMS colors or RGB formulas are not available options with your software, and only preset color choices are available, then the nearest approximations to the official logo colors should be chosen.

If animation is employed, the logo may change or evolve during animation, but its final state should be either the one, two, or three-color version of the logo without any distortion or color change. Third dimension or depth may be added to the logo if it does not greatly distort the logo or change its color.

For the name, Business Professionals of America, the Helvetica or Arial font should be used.

As in the standards for the printed page, subdued colors that convey a “business look,” should be used.
Workplace Skills Assessment Program
Recommendation Procedures

How to Submit a Recommendation:

1. Input from local advisors and/or students for changes in workplace skills assessments shall be submitted on the Workplace Skills Assessment Program Recommendation Form to their respective Classroom Educators Advisory Council (CEAC) representative and state advisor by June 1.

2. Recommendations for all changes in event and specifications must describe suggested wording change in the Guidelines for the Workplace Skills Assessment Program.

3. Recommendations for all changes in the administration of workplace skills assessments must describe the suggested procedure to be followed by event administrators.

4. Recommendations, including a clearly stated rationale for all changes, must be completed and typed with no abbreviations. Please attach all supporting documentation, if applicable. For example: if the recommendation concerns a form, attach the form; if it concerns a pilot test, attach the test.

Submitted recommendations must include:
   a) specific recommendation
   b) clearly stated rationale
   c) typewritten format (no abbreviations)
   d) completed Workplace Skills Assessment Program Recommendation Form with all supporting documentation if applicable

How Recommendations Are Screened:

1. Each state shall designate a representative, either the CEAC representative or the state advisor, who will sign and screen all recommendations received by June 1, and shall forward to the National Center by June 15 those recommendations identified as state priorities. The National Center will distribute to all state associations.

2. Recommendations not included in the state priorities or considered to be related to the national workplace skills assessment procedures shall be returned to the originator with an explanation.

3. Recommendations received after June 15 but prior to the summer CEAC meeting, must be distributed directly to each state advisor, CEAC representative, and the National Center.

How Recommendations Are Answered:

1. CEAC will bring the state priority recommendations to the summer meeting for CEAC action as
   a) approved as presented
   b) approved with changes
   c) rejected
   d) point of information

2. If the recommendation is approved, and it is a major change, it will be taken to the Programs Committee of the Board of Trustees. Other changes will be presented as a “point of information.”

3. Recommendations rejected will be returned to the originating state with an explanation.

4. The Programs Committee will review the CEAC recommendations and submit to the full Board of Trustees for final approval and implementation.
**Workplace Skills Assessment Program Recommendation Form**

TO: State Advisor/CEAC Representative

FROM: ________________________________ (Name and Chapter Name)

Subject of Recommendation:

Rationale:

State Representative’s Signature       Date Submitted

**Deadline: June 1**

*Do Not Write Below This Line*

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<tr>
<th>Action</th>
<th>Approved</th>
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<td>CEAC action</td>
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<td>CEAC/SAAC joint action</td>
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<td>Programs Committee action</td>
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<td>Board of Trustees action</td>
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Date To Be Implemented: ________________

*This recommendation form is for use by students and advisors. Additional copies may be duplicated as needed. Keep a completed copy for your records.*
Workplace Skills Assessment Program Pilot Procedure

Step 1  **Summer**: At the summer meeting, a need for a new event is presented and supported by a majority of members of SAAC and CEAC. A minimum of two states must agree to pilot the proposed event at either/or both regional and state levels. The proposed event is recommended for Board approval.

Step 2  **Summer**: The proposed event is presented to the Board of Trustees for review and action. If approved, authors will be contracted by the National Center to write all levels of the pilot event and evaluation instruments for pilot states to complete.

Step 3  **Fall**: The regional and state levels of the pilot event are distributed to all state organizations. Other states, in addition to the two initial states that agreed, may decide to pilot the event and must inform the National Center by the designated deadline. Any state who agrees to pilot the new event understands it has not been through the CEAC auditing procedure and, thus, agrees to accept and administer the event as received.

Step 4  **Spring**: Proposed event is piloted in at least two states at their spring conference. Event may also be piloted at the regional level, if desired. Each piloting state will conduct an evaluation including the following groups of people:
   a. All participants
   b. Administrators, proctors, graders, judges
   c. State CEAC representatives
   d. State Advisors

Step 5  **Spring**: Proposed event is piloted at the NLC.
   a. Only students who competed in the pilot event at the state conference may compete in the pilot event at the NLC.
   b. The number of entries per state in the pilot event will be the same as any other event in the same category.

Step 6  **NLC**: Participants in the pilot event at NLC will be recognized in the same way as participants in other events in the same category.

Step 7  **NLC**: At the conclusion of the pilot, the following groups will evaluate the event:
   a. All participants
   b. Administrators, proctors, graders, judges
   c. CEAC members present
   d. SAAC members present

Step 8  **NLC**: An ad hoc committee of SAAC and CEAC members present at the NLC will tabulate evaluations.

Step 9  **NLC**: Summarized evaluations will be reviewed in a joint meeting of SAAC and CEAC members present at the NLC. If a majority of the states represented at each division’s joint meeting agree that the pilot event serves the needs of a significant number of members within their state and agree to offer the pilot event, it will be recommended for addition to the competitive events structure. A roll call vote will be taken; each state will have one vote in each chartered division. The combined division decision will prevail for both divisions.

Step 10  **Summer**: At the summer meeting, the proposed new event will be audited by CEAC and submitted for Board review. Joint CEAC and SAAC recommendations will also be submitted for review. If approved, an addendum to the Guidelines will be sent to all states.

Step 11  **June**: If approved by the Board, the proposed new event will be authored and the audit will be the responsibility of the CEAC Chairman and Chairman-elect.