

# 2023-24 Competitive Events Guidelines

## American Enterprise Project



### American Enterprise Project Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project specifically promotes local understanding of and support for the American Enterprise system	<i>Project is not an American Enterprise Project</i>	<i>Project promotes local understanding of OR shows how to support the American Enterprise system but not both</i>	<i>Project promotes local understanding of and support for the American Enterprise system</i>	<i>Project indicates future activities or steps that could be taken to further the work started</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	<i>No evidence of planning, development, or implementation of project</i>	<i>Planning, development, OR implementation explanation is missing</i>	<i>Planning, development, and implementation activities / steps are clearly described</i>	<i>Planning, development, and implementation activities/steps are described and rationale for types of activities is given</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Show evidence of publicity received	<i>No evidence of publicity received</i>	<i>Information about publicity was written in the report but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Report benefits to and degree of impact on the school and/or community	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and recommendations for change were given</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Report Format</b>					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling errors, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Report Total (100 points)</b>					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

# 2023-24 Competitive Events Guidelines

## American Enterprise Project



### American Enterprise Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes project development and strategies used to implement project	<i>No evidence of project development or strategies presented</i>	<i>Project development is explained briefly; very limited strategies are utilized</i>	<i>Project development is clearly outlined. More than one strategy is outlined.</i>	<i>Project development is clearly outlined. Strategies are chronological and clearly explained.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	<i>Chapter involvement is not explained</i>	<i>Participation was limited to a small number of members</i>	<i>The project was clearly a chapter project and participated in by multiple members</i>	<i>Entire chapter participated in the event and clear evidence is provided of the impact</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	<i>No evidence of publicity received</i>	<i>Information about publicity was written in the report but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and the team has created recommendations for change should the project be repeated</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Banking & Financial Systems



### Banking & Financial Systems Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Concepts and practices/basic terminology/ government regulations/ financial services/ technology / types of institutions/ ethics/ financial careers/ taxation	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Broadcast Journalism



### Broadcast Journalism Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation represents a LIVE BROADCAST	<i>Presentation is 100% pre-recorded</i>	<i>Presentation is pre-recorded with a small amount of LIVE broadcast</i>	<i>Presentation represents a LIVE broadcast with supporting features</i>	<i>Presentation represents a LIVE broadcast with creative techniques and supporting features</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates understanding of the event topic	<i>No understanding of topic as it related to the event guidelines or wrong topic</i>	<i>Identifies event topic, but does not demonstrate understanding</i>	<i>Identifies and demonstrates understanding of event topic</i>	<i>Uses industry terminology to demonstrate the understanding of the event topic</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Quality writing related to the topic	<i>Writing lacks a clear voice and original style. Lead is neither original nor catchy, is overused or boring.</i>	<i>Writing is rather bland; lacks a clear voice and/or sense of originality. Lead is adequate but not extremely catchy or original</i>	<i>Writing is adequate but not extremely compelling, is wordy or voice is unclear. Lead is appropriate to story and effective at attention</i>	<i>Writing is strong and effective with a clear voice and active verbs. Lead is original and catchy and invites readers.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Quality of news broadcast	<i>Broadcast was not complete. No graphics used, no creativity in production/product.</i>	<i>Does not fully resemble a news broadcast. Little to no creativity in production or product. Limited graphics and support.</i>	<i>Over half of the presentation/product resembles a news broadcast. Some creativity present. Graphics present and effective.</i>	<i>Impressive overall broadcast. Clear balance of creativity/realism. Production graphics well done. Balanced team effort.</i>	
	0 points	1-8 points	9-12 points	13-15 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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Business Ethics (High School)



### Business Ethics Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Identifies and defines ethical issues presented in the topic	<i>No identification of ethical issues as it relates to the event guidelines</i>	<i>Identifies OR defines the ethical issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Identifies and defines the ethical issues using industry terminology</i>	
	0 points	1-2 points	3-4 points	5 points	
Explains why the ethical issues happened	<i>No reasons cited for the ethical issues</i>	<i>Reasons for the ethical issues identified but were not on target</i>	<i>Several, but not all, reasons accurately identified</i>	<i>All reasons addressed and analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical solutions as to how the ethical issues should be resolved	<i>No ethical solutions are identified</i>	<i>One ethical solution provided</i>	<i>Ethical solution provided with supporting evidence</i>	<i>Feasible, logical solutions recommended for all issues</i>	
	0 points	1-2 points	3-4 points	5 points	
Recommends safeguards that should have been in place to prevent the ethical issues	<i>No safeguards identified</i>	<i>One safeguard provided</i>	<i>Safeguards provided with supporting evidence</i>	<i>Feasible, logical safeguards recommended for all issues</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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Report Format</b>					
Follows event guidelines	<i>Does not follow event guidelines</i>	<i>Inconsistent with event guidelines</i>	<i>Consistent with event guidelines</i>	<i>All guidelines were followed, including businessperson interviews</i>	
	0 points	1-2 points	3-4 points	5 points	
Includes correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling errors, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	

**Report Total (50 points)**

Name(s):	
School:	
Judge Signature:	
Comments:	
	Date:

# 2023-24 Competitive Events Guidelines

## Business Ethics (High School)



### Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Identifies and defines ethical issues presented in the topic	<i>No identification of ethical issues as it relates to the event guidelines</i>	<i>Identifies OR defines the ethical issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Identifies and defines the ethical issues using industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Explains why the ethical issues happened	<i>No reasons cited for the ethical issues</i>	<i>One reason for the ethical issue(s) identified but were not on target</i>	<i>One reason identified for the ethical issue(s) identified and on target</i>	<i>Two or more reasons identified, on target, and analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>No recommendations are given</i>	<i>One recommendation provided but no supporting evidence</i>	<i>One recommendation provided with supporting evidence</i>	<i>Two or more recommendations provided with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	<i>No safeguards identified</i>	<i>One safeguard provided but no supporting evidence</i>	<i>One safeguard provided with supporting evidence</i>	<i>Two or more safeguards recommended with supporting evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	<i>No research done with 3 or more inaccurate statements</i>	<i>Research is unrelated to the ethical topic and 1-2 inaccurate statements</i>	<i>All research is accurate with no reference made to supporting evidence</i>	<i>Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation</i>	
	0 points	1-8 points	9-12 points	13-15 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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Business Management



### Business Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies:  Information and communication systems, human resource management, financial management, business operations, management functions, business ownership, careers, ethics, marketing, social responsibility, economic concepts, strategic management	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Business Plan



### Business Plan Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Executive Summary</b> Provide brief and concise Executive Summary. Convince reader that business concept is sound and has a reasonable chance of success	No Executive Summary	<i>Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success</i>	<i>Executive Summary is proved AND show evident of sound business concept and reasonable chance of success</i>	<i>Executive Summary serves as a strong introduction and transitions into the remainder of the report</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Develop Company Profile</b> Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Present Industry Analysis</b> Description of industry (size, growth rates, history) Trends and strategic opportunities with industry	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Present Target Market</b> Target market defined (size, growth, potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Discuss Competition</b> Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Marketing Plan &amp; Sales Strategy</b> Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Operations</b> Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of Technology	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	



# 2023-24 Competitive Events Guidelines

## Business Plan



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Management &amp; Organization</b> Key employees/principals identified and described Board of Directors, advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described Compensation and incentives plan	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Provide Long-term Development</b> Goals for three, five, or more years are identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take business toward long-term goals	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Financials</b> Type of accounting system to be used is identified Financial projections are included and reasonable <ul style="list-style-type: none"> <li>• Year 1 monthly cash flow</li> <li>• Year 1 monthly income statement</li> <li>• Yearly income statements for Years 1, 3 and 5</li> </ul>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Substantiates and cites sources used while conducting research</b>	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Report Format</b>					
<b>Guidelines followed and report arranged according to rating sheet (See above Expectation Items)</b>	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Format and design a business report</b>	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Include correct grammar, punctuation, and spelling</b>	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	

**Report Total (200 points)**

Name(s):	
School:	
Judge Signature:	
Comments:	
	Date:

# 2023-24 Competitive Events Guidelines

## Business Plan



### Business Plan Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes business concept and company profile	<i>No evidence of business concept or company profile</i>	<i>Business concept OR company profile described</i>	<i>Business concept AND company profile explained</i>	<i>Business concept and company profile explained including how the concept matches the profile</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains marketing aspects of business	<i>No marketing evident</i>	<i>One aspect of marketing explained</i>	<i>Two aspects of marketing explained</i>	<i>Three or more aspects of marketing to increase company presentation explained</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans	<i>No evidence of company, operations plan, or management plan</i>	<i>Description of operations OR management plan</i>	<i>Description of operations AND management plan</i>	<i>Detailed description of operations and management with plan for future growth</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections	<i>No evidence of financial documents or company projections</i>	<i>Provides information on at least one financial document OR one projection</i>	<i>Provides information on two financial documents and at least one projection</i>	<i>Provides information on at least three financial documents and at least three projections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	<i>No evidence of risks or adverse results</i>	<i>One risk OR adverse result is given: no evidence of planning</i>	<i>Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results</i>	<i>Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies long-term goals	<i>No goals identified</i>	<i>Only one goal identified</i>	<i>Two goals identified</i>	<i>Three or more goals identified with specific plan to achieve the goals</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 max)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Client Service



### Client Service Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	<i>No position communicated</i>	<i>Communicates position not related to problem</i>	<i>Communicates position on problem</i>	<i>Communicates in a professional manner position on problem in scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	<i>No empathy or diplomacy displayed</i>	<i>Empathy or diplomacy displayed in response to role play scenario</i>	<i>Empathy and diplomacy displayed in response to role play scenario</i>	<i>Display of empathy and diplomacy skills add to resolution of role play scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	<i>No understanding of the role play demonstrated</i>	<i>Terminology is presented but not expanded on</i>	<i>Clear understanding of terminology and implementation into presentation</i>	<i>Terminology is communicated clear enough for client (judge) to proceed on their own</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	<i>No closure was provided</i>	<i>Situation was closed OR conflict was resolved</i>	<i>Conflict was resolved, the situation has closure</i>	<i>Conflict was resolved, the situation has closure, and client (judge) is satisfied</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Coding & Programming



### Coding & Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Code Quality</b>					
Appropriate use of comments, naming conventions, and proper formatting	<i>No commentary provided</i>	<i>Commentary provided but is not logical</i>	<i>Commentary provided assists the user throughout the demonstration</i>	<i>Commentary provided is logical, useful, and complete</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>Identifiers not used</i>	<i>Identifiers are used for programming elements but are incorrectly placed</i>	<i>Identifiers are used and are accurate in all instances</i>	<i>Identifiers exhibit an advanced knowledge of programming</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>User Experience</b>					
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or program is not intuitive</i>	<i>Appropriate &amp; clear instructions are provided</i>	<i>Program is intuitive and clear instructions are provided</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	<i>No help menu or navigation system incorporated</i>	<i>Includes basic help menu and usable navigation</i>	<i>Interface contains no spelling errors, has interactive help menu, and has no navigation errors</i>	<i>Program use also includes an intelligent feature such as an interactive Q&amp;A</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Functionality</b>					
Program addresses all parts of the prompt	<i>Program does not address the topic/problem</i>	<i>Program addresses the topic/problem at a minimal level</i>	<i>Program fully addresses the topic/problem</i>	<i>Program fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program generates a presentable report	<i>Output reports are not accurate or not available</i>	<i>Output reports are not sufficient to analyze data</i>	<i>Output reports are error free and provide all necessary information to analyze data</i>	<i>Output reports allow user to customize and analyze information</i>	
	0 points	1-2 points	3-4 points	5 points	
Data storage is persistent	<i>Where data is stored is unclear</i>	<i>Where data is stored may not be secure</i>	<i>Data storage is clear, and storage is secure</i>	<i>Data storage includes dynamic backup feature</i>	
	0 points	1-2 points	3-4 points	5 points	

# 2023-24 Competitive Events Guidelines

## Coding & Programming



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Community Service Project (High School)



### Community Service Project Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project has specific goals and provides service to the community and its citizens	<i>Project is not a Community Service Project</i>	<i>Project has specific goals OR provides service to the community and its citizens but not both</i>	<i>Project has specific goals AND provides service to the community and its citizens</i>	<i>Project has quantitatively defined goals and indicates future activities or steps that could be taken to further the work started</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	<i>No evidence of planning, development, or implementation of project</i>	<i>Planning, development, OR implementation explanation is missing</i>	<i>Planning, development, and implementation activities / steps are clearly described</i>	<i>Planning, development, and implementation activities/steps are described and rationale for types of activities is given</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Show evidence of publicity received	<i>No evidence of publicity received</i>	<i>Information about publicity was written in the report but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Report benefits to and degree of impact on the school and/or community	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and recommendations for change were given</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Report Format</b>					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Report Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Community Service Project (High School)



### Community Service Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes project development and strategies used to implement project	<i>No evidence of project development or strategies presented</i>	<i>Project development is explained briefly; very limited strategies are utilized</i>	<i>Project development is clearly outlined. More than one strategy is outlined.</i>	<i>Project development is clearly outlined. Strategies are chronological and clearly explained.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	<i>Chapter involvement is not explained</i>	<i>Participation was limited to 25% of chapter members</i>	<i>The project was clearly a chapter project and participated in by 50% of chapter members</i>	<i>Over 75% or more of chapter members participated and clear evidence is provided of the impact</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	<i>No evidence of publicity received</i>	<i>Information about publicity was written in the report but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and the team has created recommendations for change should the project be repeated</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Computer Game & Simulation Programming



### Computer Game & Simulation Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Concept &amp; Design</b>					
Game addresses all parts of the prompt	<i>Concept and/or topic are not addressed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>User with no knowledge of the concept and/or topic can identify it based on use of project</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Game rules are well-defined and clearly explained	<i>Rules contain substantial errors affecting game play</i>	<i>Rules contain errors that have minimal impact on game play</i>	<i>Rules are error free as discovered through basic game play</i>	<i>At least one advanced rule feature available</i>	
	0 points	1-2 points	3-4 points	5 points	
Game is challenging, but can be completed	<i>Game is overly simplistic and/or cannot be completed</i>	<i>Game can be completed but is simplistic</i>	<i>Game is challenging and can be completed</i>	<i>User can navigate the game with rules as defined and several outcomes are available for completion</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Implementation</b>					
Describes programming languages, graphic design tools, game engines or other software used	<i>Program documentation not provided</i>	<i>Program documentation contains errors</i>	<i>Program documentation is error free</i>	<i>Program documentation invites use of advanced features</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are appropriate for concept and/or topic	<i>No graphic design principles applied</i>	<i>Graphics are distracting/busy</i>	<i>Graphics are appropriate for the concept/topic</i>	<i>Graphics enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are consistently applied	<i>Graphics &amp; assets not available</i>	<i>Graphics &amp; assets not consistent</i>	<i>Graphics &amp; assets consistently applied</i>	<i>Graphics &amp; assets consistently applied and enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
Graphics and game assets are visually appealing and engaging	<i>No design principles applied</i>	<i>Color, contrast, background, typography, sound and design are distracting or busy</i>	<i>Color, contrast, background, typography, sound, and design are appropriate for the concept or topic</i>	<i>Color, contrast, background, typography, sound, and design enhance the user experience</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>User Experience</b>					
Title screen functions and provides clear instructions	<i>No title screen provided</i>	<i>Title screen has limited instructions and/or functionality</i>	<i>Title screen functions and provides clear instructions</i>	<i>Title screen provided, but allows user to execute without instructions</i>	
	0 points	1-2 points	3-4 points	5 points	
Users can easily navigate between pages	<i>Experience intended for the game is not defined</i>	<i>User can navigate the game but experience and purpose are not defined</i>	<i>User can navigate and complete the game following the rules</i>	<i>Game includes an operating multi-player function</i>	
	0 points	1-6 points	7-8 points	9-10 points	



# 2023-24 Competitive Events Guidelines

## Computer Game & Simulation Programming



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Game controls and mechanics are intuitive	<i>Controls &amp; mechanics aren't present</i>	<i>Controls &amp; mechanics not fully present</i>	<i>Controls and mechanics are intuitive</i>	<i>Controls and mechanics are intuitive and enhance the user experience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Data Analysis



### Data Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic during presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent with event guidelines	Demonstrates understanding of the topic during the presentation	Demonstrates use of industry terminology of the topic during the presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Provides analysis of data	No attempt made to analyze the data	Limited, surface-level analysis provided	Provides analysis of the data	Provides deep, industry-standard analysis of data and addresses broader global impact	
	0 points	1-8 points	9-12 points	13-15 points	
Provides visualizations of data	No visualizations provided	One visualization provided that provides a superficial overview of data	Two visualizations provided that try to explain the trends found in the data	At least three professional visualizations provided that explain the overall trends found in the data in the context of the topic	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies recommendation to accomplish the purpose	No recommendation identified	Recommendation provided, but plan not developed	Logical recommendation and plan developed	Feasible recommendation and plan developed, and necessary resources identified	
	0 points	1-6 points	7-8 points	9-10 points	
Uses suitable and accurate statements related to topic's information in presentation	More than three statements are inaccurate	One or two statements are inaccurate	All statements are accurate	All statements are accurate with supporting evidence	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
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	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Digital Animation



### Digital Animation Pre-judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	<i>Media not usable</i>	<i>Media usable but not submitted according to event guidelines</i>	<i>Media usable but not click and play</i>	<i>Media usable on multiple players/browsers</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Fully address the concept and/or topic	<i>Concept and/or topic is not followed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>A user with no knowledge of the concept and/or topic can identify topic based on video</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	<i>No design principles applied</i>	<i>Color, contrast, background, typography, sound and design are distracting or busy</i>	<i>Color, contrast, background, typography, sound, and design are appropriate for the concept or topic</i>	<i>Color, contrast, background, typography, sound, and design enhance the user experience</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept and/or topic	<i>No graphic design principles applied</i>	<i>Graphics are distracting/busy</i>	<i>Graphics are appropriate for the concept/topic</i>	<i>Graphics enhance the user experience and are consistent throughout the video</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	<i>Animation video does not incorporate information</i>	<i>Animation video incorporates information but there are no sources or evidence of validity</i>	<i>Animation video incorporates information and backs it up with sources</i>	<i>Animation video incorporates information in an entertaining way that is backed up with sources</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Overall quality of elements of animation	<i>Video does not incorporate any elements of animation</i>	<i>Video incorporates basic elements of animation</i>	<i>Video incorporates animation elements that are functional</i>	<i>Video incorporates animation elements that clearly have been designed in multiple ways</i>	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Quality of editing and transition	<i>There are no transitions or evidence of video editing incorporated</i>	<i>Transitions exist but are rough and do not flow easily</i>	<i>Transitions flow seamlessly and serve as a logical component of the video</i>	<i>Multiple types of transitions are used and all flow seamlessly</i>	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Logical flow of thoughts	<i>Flow of video does not seem logical</i>	<i>Flow does not connect each element of the video</i>	<i>Flow is logical and appears sequenced</i>	<i>Flow is logical including a clear beginning, middle, and end</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	<i>Video does not include credits</i>	<i>Video includes credits but they are limited</i>	<i>Video includes credits that recognize the creator, contributors, and acknowledgement of materials used</i>	<i>Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources</i>	
	0 points	1-9 points	10-16 points	17-20 points	

**Project Total (200 points)**

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

# 2023-24 Competitive Events Guidelines

## Digital Animation



### Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from video to presentation</i>	<i>Demonstrates the topic through presentation and animation</i>	<i>Demonstrates expertise of the topic through presentation and animation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	<i>No explanation of the development process</i>	<i>Explains the development process but does not share tangible planning documents</i>	<i>Explains the development process and shares tangible planning documents</i>	<i>Explains development process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	<i>No explanation of the production process</i>	<i>Explains the production process but does not share tangible planning documents</i>	<i>Explains the production process and shares tangible planning documents</i>	<i>Explains the production process using industry terminology and displays tangible planning documents</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	<i>No explanation of software and hardware used</i>	<i>Explains software OR hardware used</i>	<i>Explains software AND hardware used</i>	<i>Explains software and hardware used as well as alternative options and reasoning for final choice</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	<i>No explanation of animation techniques used</i>	<i>Identifies animation techniques used</i>	<i>Identifies animation techniques used with industry terminology</i>	<i>Identifies and explains animation techniques used with industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Digital Video Production



### Digital Video Production Pre-judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	<i>Media not usable</i>	<i>Media usable but not submitted according to event guidelines</i>	<i>Media usable but not click and play</i>	<i>Media usable on multiple players/browsers</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Fully address the concept and/or topic	<i>Concept and/or topic is not followed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>A user with no knowledge of the concept and/or topic can identify topic based on video</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Video contains multiple elements providing evidence of production skill	<i>No evidence of video production skill demonstrated</i>	<i>Video is designed using limited video editing skill</i>	<i>Video contains transitions and use of multiple technologies</i>	<i>Video contains multiple advanced film techniques</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Grammar, spelling, and punctuation	<i>Video contains grammar or spelling errors</i>	<i>Video contains 3 or less spelling or grammar errors</i>	<i>Video contains one grammar and no spelling errors</i>	<i>Video is grammar and spelling error free</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	<i>Copyright information or sources not addressed or cited incorrectly AND video content is not original</i>	<i>Material violates copyright and source guidelines OR video content is not original</i>	<i>Copyright information and sources documented, and video content is original</i>	<i>Copyright compliance is documented, sources cited using visual representation, and video content is original</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video has logical flow of information	<i>Flow of video does not seem logical</i>	<i>Flow does not connect each element of the video</i>	<i>Flow is logical and appears sequenced with beginning, middle, and end</i>	<i>Video is logical, flows well and includes a call to action at the end</i>	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Quality of editing and transition	<i>There are no transitions or evidence of video editing incorporated</i>	<i>Transitions exist but are rough and do not flow easily</i>	<i>Transitions flow seamlessly and serve as a logical component of the video</i>	<i>Multiple types of transitions are used and all flow seamlessly</i>	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Audio and visual elements are coordinated	<i>Audio and visual elements are limited</i>	<i>Audio and visual elements do not include variety</i>	<i>Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques</i>	<i>Audio and visual uses variety of sources and special effects</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Use of video/film techniques	<i>Video technology use not evident</i>	<i>Video incorporates use of film techniques</i>	<i>Video incorporates advanced use of film techniques</i>	<i>Video contains multiple advanced film techniques such as special effects</i>	
	0 points	1-9 points	10-16 points	17-20 points	

**Project Total (200 points)**

Name(s):	
School:	
Judge Signature:	Date:

Comments:

# 2023-24 Competitive Events Guidelines

## Digital Video Production



### Digital Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from video to presentation</i>	<i>Demonstrates the topic through presentation and animation</i>	<i>Demonstrates expertise of the topic through presentation and animation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	<i>No explanation of use or implementation of technology</i>	<i>Identification OR implementation of innovation technology</i>	<i>Implementation and demonstration of video techniques, equipment, and software</i>	<i>Expert description and demonstration of video techniques, equipment, and software</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Competitor(s) explains the design OR development process</i>	<i>Competitor(s) explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	<i>Does not present video</i>	<i>Video of any length presented</i>	<i>Video is presented, but inadequate introduction and transition back into presentation</i>	<i>Video is presented, with adequate introduction and transition back into presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	<i>Copyright information or sources not addressed or cited incorrectly AND video content is not original</i>	<i>Material violates copyright and source guidelines OR video content is not original</i>	<i>Copyright information and sources documented, and video content is original</i>	<i>Copyright compliance is documented, sources cited using visual representation and video content is original</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Electronic Career Portfolio



### Electronic Career Portfolio Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Resume	Resume not included or demonstrated	Provides a review of resume including experiences, qualification, and special skills	Provides a review of resume using multiple visual aids	Provides a review of resume and integrates interactive features of technology into presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research	Career research not included or demonstrated	Shares research on desired career	Shares research on desired career and correlates personal qualifications to this career	Shares research and qualifications for career and incorporates statistics, data, salary, and obstacles	
	0 points	1-6 points	7-8 points	9-10 points	
Career Related Education	No demonstration of career related education	Shares information about school activities and work experiences	Shares information about school activities and work experiences and how one prepared for the other	Correlates experience and education and provides details about a career research project	
	0 points	1-9 points	10-16 points	17-20 points	
Special Skills or Proficiencies	No demonstration of special skills or proficiencies	Shares about one special skill or proficiency related to desired career	Shares about one special skill or proficiency related to desired career they have earned and how it makes them qualified for their selected career	Shares and correlates at least one special skill or proficiency related to desired career skill that is linked to a certification or endorsement	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	Competitor did not appear prepared	Competitor was 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	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor did not demonstrate self-confidence	Competitor demonstrated self-confidence and poise	Competitor demonstrated self-confidence, poise, and good voice projection	Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Entrepreneurship



### Entrepreneurship Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Demonstrates understanding of the role play and defines problem(s) to be solved</b>	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Identifies alternatives and the pro(s) and con(s) of each</b>	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Identifies logical solution and aspects of implementation</b>	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Demonstrates knowledge and understanding of the event competencies:</b> Business Plan, Community and business relations, legal issues, initial capital and credit, personnel management, financial management marketing management, taxes, government regulations	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					



# 2023-24 Competitive Events Guidelines

## Financial Statement Analysis



### Financial Statement Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes each financial statement and its purpose	<i>No description given</i>	<i>Description given, but not of all financial statements</i>	<i>All financial statements are described</i>	<i>Each financial statements and their purposes are described using industry terminology</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Performs financial analysis of each financial statement	<i>No analysis given</i>	<i>Analysis given, but not of each financial statement</i>	<i>Each financial statement is analyzed</i>	<i>Each financial statement is analyzed, using industry terminology</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describes financial condition of the company using insights gained from financial analysis	<i>No description given</i>	<i>Financial condition is described, but no details given</i>	<i>Financial condition description is given</i>	<i>Financial condition is described, using insights gained from analysis, using industry terminology</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Offers guidance for business decision making	<i>No guidance given</i>	<i>Guidance is given, with little details</i>	<i>Guidance is given for future decisions of the business</i>	<i>Guidance is given about future decisions, based on the analysis, and using industry terminology</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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Future Business Educator (High School)



### Future Business Educator Pre-Judged Lesson Plan Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Preliminary Information Included, Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
Business and Academic Standards	No standards identified	Standards are identified, but not business or academic related	Standards are identified, either business OR academic	Business standards are identified and connected to common core academic standards	
	0 points	1-2 points	3-4 points	5 points	
Objectives (Competencies & Presentation Indicator)	No objectives listed	Objectives are identified, may not be specific & measurable	Objectives are identified and are specific and measurable	Objectives are identified and relate to meaningful skills or concepts essential to student learning	
	0 points	1-2 points	3-4 points	5 points	
Outcome & Measurement	No outcome or measurement listed	Outcome and measurement are listed	The measurement of the outcome reflects objectives	The measurement of outcome reflects a variety of assessment types and/or methods	
	0 points	1-6 points	7-8 points	9-10 points	
Resources & Materials	Resources & materials are not listed or not appropriate	Resources & materials are listed, not effectively implemented	Range of resources and materials are listed with specific citation information	Resources and materials are selected and/or designed to meet diverse learning needs	
	0 points	1-2 points	3-4 points	5 points	
Instructional Activities	Plan of activities is so vague or generalized that it is unusable	Plan of activities lack elements or details for effective delivery	Plan of activities is clear and designed to promote critical thinking, problem solving or creativity	Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	

**Pre-judge Total (50 points)**

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Future Business Educator (High School)



### Future Business Educator Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrated knowledge of subject matter	<i>No knowledge of the subject matter demonstrated</i>	<i>Demonstrated limited understanding of the subject matter</i>	<i>Demonstrated understanding of the subject matter</i>	<i>Demonstrated extensive understanding of the subject matter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material met the objectives of the lesson plan	<i>Presented material was not included</i>	<i>Presented material was included, but not connected to the lesson plan objectives</i>	<i>Presented material was included and connected to the lesson plan objectives</i>	<i>Materials meet the objectives and accommodate learner differences</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material appropriate for audience and subject	<i>Activities/materials are not included or not appropriate for the grade level or topic</i>	<i>Activities/materials are included but do not give students clear opportunities for guided practice</i>	<i>Activities/materials are included and give students opportunities for practice</i>	<i>Activities/materials engage and motivate students with opportunities to demonstrate skills</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presented interesting, motivating and creative lesson plan	<i>Lesson plan is unorganized</i>	<i>Lesson plan is organized</i>	<i>Lesson plan is organized; and interesting, motivating, OR creative</i>	<i>Lesson plan is organized, interesting, motivating, and creative and presented professionally</i>	
	0 points	1-8 points	9-12 points	13-15 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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Presentation Delivery</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and closing</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Lesson Plan</b>					
Student brought lesson plan	No lesson plan was brought		Lesson plan was brought		
	0 points		5 points		
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Future Business Leader



### Future Business Leader Pre-Judged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States award applying for	No award stated	Award stated does not match qualification	States award and shows match of award to qualifications	States award and shows match of award to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or experience included	Describes skills, academic achievements, and volunteerism or experience	Describes skills, academic achievements, and multiple volunteerism or experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets award on cover letter	No award targeted	Targeted award does not match cover letter	Targeted award matches cover letter	Resume supports targeted award on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, and volunteerism or experience information	No education, activities, volunteerism, experience information listed	Two sections included	Three sections included	Three or more sections support targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted award	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Pre-judge Total (50 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Future Business Leader



### Future Business Leader Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Illustrates participation in and leadership experiences in FBLA	<i>Has not been involved in FBLA other than to pay membership dues and attend one state/national conference</i>	<i>Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities</i>	<i>Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA</i>	<i>Can explain how participation and leadership experiences in FBLA have transferred to other areas of life</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains participation in other school and/or community organizations	<i>No evidence of participation in other school and/or community organizations</i>	<i>Participates in only one additional school and/or community organization other than FBLA</i>	<i>Explains participation in other school and/or community organizations</i>	<i>Explains how participation in FBLA has complemented or enhanced other school and/or community organizations</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains and shows areas of outstanding achievement	<i>No other achievements outside of FBLA</i>	<i>Has limited areas of outstanding achievement other than FBLA</i>	<i>Can explain and show areas of outstanding achievement</i>	<i>Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Indicates understanding of career knowledge and career plans	<i>No career plans at this time</i>	<i>May have an idea for a career but has developed no solid plans OR obtained any career knowledge</i>	<i>Knows career plans and shows some evidence that the career knowledge has been obtained</i>	<i>Can discuss how the career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Application Materials</b>					
Student brought application materials to interview	No materials were brought		Materials were brought		
	0 points		5 points		
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Graphic Design



### Graphic Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	<i>Materials not described and/or one or more elements are missing or incomplete</i>	<i>Event topic and at least one of the materials described</i>	<i>Event topic and all materials described</i>	<i>All materials and event topic described, and the competitors connect the different pieces together</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	<i>Does not create interest or desire for the design</i>	<i>Describes two or more features of the design that would assist in selling the product</i>	<i>Describes four or more features of the design that would assist in selling the product</i>	<i>Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	<i>Consistency in graphic design to theme not addressed</i>	<i>Explains how graphic design is consistent with theme</i>	<i>Demonstrates with visual aids the consistency between graphic design and theme</i>	<i>Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Help Desk



### Help Desk Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	<i>No position communicated</i>	<i>Communicates position not related to problem</i>	<i>Communicates position on problem</i>	<i>Communicates in a professional manner position on problem in scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	<i>No empathy or diplomacy displayed</i>	<i>Empathy or diplomacy displayed in response to role play scenario</i>	<i>Empathy and diplomacy displayed in response to role play scenario</i>	<i>Display of empathy and diplomacy skills add to resolution of role play scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	<i>No understanding of the role play demonstrated</i>	<i>Terminology is presented but not expanded on</i>	<i>Clear understanding of terminology and implementation into presentation</i>	<i>Terminology is communicated clear enough for client (judge) to proceed on their own</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	<i>No closure was provided</i>	<i>Situation was closed OR conflict was resolved</i>	<i>Conflict was resolved, the situation has closure</i>	<i>Conflict was resolved, the situation has closure, and client (judge) is satisfied</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Hospitality & Event Management



### Hospitality & Event Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Demonstrates understanding of the role play and defines problem(s) to be solved</b>	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Identifies alternatives and the pro(s) and con(s) of each</b>	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Identifies logical solution and aspects of implementation</b>	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Demonstrates knowledge and understanding of the event competencies:</b>  Manage strategic plan / hospitality marketing concepts / markets & customers / operation & management / customer service / human resources / hotel sales / project management / financial resources / meeting design & layout / site selection & management / marketing / communication & professionalism / legal issues, financial management & budgeting / current trends / environmental, ethical, & global issues / train & manage staff & volunteers / design the program / manage stakeholder relationships / engage speakers & performers / food & beverage sales / management movement of attendees	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	



# 2023-24 Competitive Events Guidelines

## Hospitality & Event Management



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Impromptu Speaking (High School)



### Impromptu Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information	<i>No supporting information provided OR inappropriate material used</i>	<i>One example of supporting information provided</i>	<i>Multiple examples of supporting information provided</i>	<i>Multiple examples of supporting information included to develop and enhance the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduce the topic immediately (Introduction)	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Support the topic throughout (Body)	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Smooth transitions were effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Provide effective conclusion (Closing)	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Delivers quality extemporaneous presentation	<i>Does not address audience at all</i>	<i>Reads speech directly from notes with minimal eye contact</i>	<i>Glances at notes occasionally while keeping appropriate eye contact with audience</i>	<i>Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## International Business



### International Business Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies:  Basic international concepts, ownership and management, marketing, finance, communication (including culture and language), ethics, taxes and government regulations, currency exchange, international travel, career development	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Introduction to Business Presentation



### Introduction to Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from the event guidelines</i>	<i>Demonstrates the topic throughout presentation</i>	<i>Demonstrates use of industry terminology throughout presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	<i>No evidence of purpose and logical sequence</i>	<i>Purpose stated OR logical sequence of ideas given</i>	<i>Purpose is described using a logical sequence of ideas</i>	<i>Purpose is well-defined and in a logical sequence of ideas</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	<i>No summary or recommendations identified</i>	<i>Recommendations or summary provided, but plan not developed</i>	<i>Summary was effective and logical recommendations developed</i>	<i>Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	<i>No use of technology or design</i>	<i>Proper formatting and design elements are consistent with theme</i>	<i>Demonstrates with visual aids proper formatting and design elements</i>	<i>Emphasize interpretation of the topic through proper formatting and design of the presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Introduction to Event Planning



### Introduction to Event Planning Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies:  Customer service skills / management skills / event staffing / legal aspects / convention management / designing & executing an event / crowd control / pricing / careers in event planning / supply chain management	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Introduction to Programming



### Introduction to Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Code Quality</b>					
Appropriate use of comments, naming conventions, and proper formatting	<i>No commentary provided</i>	<i>Commentary provided but is not logical</i>	<i>Commentary provided assists the user throughout the demonstration</i>	<i>Commentary provided is logical, useful, and complete</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>Identifiers not used</i>	<i>Identifiers are used for programming elements but are incorrectly placed</i>	<i>Identifiers are used and are accurate in all instances</i>	<i>Identifiers exhibit an advanced knowledge of programming</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>User Experience</b>					
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or program is not intuitive</i>	<i>Appropriate &amp; clear instructions are provided</i>	<i>Program is intuitive and clear instructions are provided</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	<i>No help menu or navigation system incorporated</i>	<i>Includes basic help menu and usable navigation</i>	<i>Interface contains no spelling errors, has interactive help menu, and has no navigation errors</i>	<i>Program use also includes an intelligent feature such as an interactive Q&amp;A</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Functionality</b>					
Program addresses all parts of the prompt	<i>Program does not address the topic/problem</i>	<i>Program addresses the topic/problem at a minimal level</i>	<i>Program fully addresses the topic/problem</i>	<i>Program fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program generates a presentable report	<i>Output reports are not accurate or not available</i>	<i>Output reports are not sufficient to analyze data</i>	<i>Output reports are error free and provide all necessary information to analyze data</i>	<i>Output reports allow user to customize and analyze information</i>	
	0 points	1-2 points	3-4 points	5 points	
Data storage is persistent	<i>Where data is stored is unclear</i>	<i>Where data is stored may not be secure</i>	<i>Data storage is clear, and storage is secure</i>	<i>Data storage includes dynamic backup feature</i>	
	0 points	1-2 points	3-4 points	5 points	

# 2023-24 Competitive Events Guidelines

## Introduction to Programming



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Introduction to Public Speaking



### Introduction to Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Topic</b> Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Theme</b> Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Introduction</b> Introduce the topic immediately	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Supporting Information (Body)</b> Include accurate and appropriate supporting information	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Smooth transitions were effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Conclusion</b> Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Speech Delivery</b> Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
0 points	1-6 points	7-8 points	9-10 points		
<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>		
0 points	1-6 points	7-8 points	9-10 points		
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					



# 2023-24 Competitive Events Guidelines

## Introduction to Social Media Strategy



### Introduction to Social Media Strategy Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent during the presentation</i>	<i>Demonstrates the topic throughout presentation</i>	<i>Final product follows the topic and indicates a clear thought process, well-formulated campaign &amp; executive with a clear call-to-action</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrate knowledge of a social media marketing strategy and metrics throughout	<i>No knowledge demonstrated</i>	<i>Unclearly demonstrated knowledge of social media or metrics</i>	<i>Demonstrates knowledge of social media and metrics</i>	<i>Demonstrates knowledge of social media strategies and metrics with supporting evidence</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explains both the design and the development process</i>	<i>Expert industry explanation of both design and development process, is creative &amp; appealing</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Methodology of platform decisions with messaging, content, engagement, and outreach strategies	<i>No explanation or description of methodology</i>	<i>Methodology described, but not all elements were explained</i>	<i>Methodology described, with all elements explained</i>	<i>Methodology and insight of all elements described using industry terminology</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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Job Interview (High School)



### Job Interview Pre-Judged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States job applying for	No job stated	Job stated does not match qualification	States job and shows match of award to qualifications	States job and shows match of job to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or experience included	Describes skills, academic achievements, and volunteerism or experience	Describes skills, academic achievements, and multiple volunteerism or experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job on cover letter	No job targeted	Targeted job does not match cover letter	Targeted job matches cover letter	Resume supports targeted job on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, and volunteerism or experience information	No education, activities, volunteerism, experience information listed	Two sections included	Three sections included	Three or more sections support targeted job	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted job	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-6 points	7-8 points	9-10 points	

**Pre-judge Total (50 points)**

Name(s):	
School:	
Judge Signature:	Date:

Comments:

# 2023-24 Competitive Events Guidelines

## Job Interview (High School)



### Job Interview Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates the ability to understand and respond to interview questions	<i>Does not answer questions</i>	<i>Answers are not relevant to questions asked</i>	<i>Answers are relevant to the questions asked</i>	<i>Answers are relevant and fully support knowledge of position/duties</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Relates previous experiences/activities with position's duties and skills necessary to succeed	<i>No evidence of previous experience/activities</i>	<i>One previous experience/activity mentioned but not related to position's duties or skills necessary for success</i>	<i>One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success</i>	<i>Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Possesses knowledge about the position and career field	<i>No evidence of position or career field knowledge</i>	<i>Has limited knowledge of the organization or understanding of the position</i>	<i>Comprehensive knowledge of the organization or understanding of the position demonstrated</i>	<i>Extensive knowledge of both the organization and career field demonstrated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	<i>No questions asked</i>	<i>Questions asked, but is not related to the organization or understanding of the position</i>	<i>Questions asked that are related to the organization or understanding of the position</i>	<i>Questions asked that are directly related to both the organization and understanding of the position</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Application Materials</b>					
Student brought application materials to interview	<i>No materials were brought</i>		<i>Materials were brought</i>		
	0 points		5 points		
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Local Chapter Annual Business Report



### Local Chapter Annual Business Report Pre-judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Include "State of the Chapter" remarks to current member by chapter president. Report on membership numbers and size of school and community.	<i>This section is missing in the report</i>	<i>Part of this information is missing</i>	<i>All the information is included and easy to find</i>	<i>All the information is included, easy to find, and additional school and/or community information is given</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Program of Work	<i>Program of Work not included in report</i>		<i>Program of Work included in report</i>		
	0 points		10 points		
Report activities to benefit chapter and its members: • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity	<i>This section is missing in the report</i>	<i>There is at least one activity listed in four of the components</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: • State & National Projects • Other community service projects	<i>This section is missing in the report</i>	<i>There is at least one activity listed in one component</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Include conferences attended and recognition received: • Participation in FBLA conferences • Other chapter and individual recognitions earned • Competitive event winners and participation	<i>This section is missing in the report</i>	<i>There is at least one activity listed in one component</i>	<i>There is at least one activity mentioned in each component listed in this section</i>	<i>Multiple activities are reported in all components listed</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Report Format</b>					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	<i>Missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	

**Report Total (100 points)**

Name(s):	
School:	
Judge Signature:	Date:

Comments:

# 2023-24 Competitive Events Guidelines

## Local Chapter Annual Business Report



### Local Chapter Annual Business Report Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describe chapter's program of work and summary of year's activities	<i>No evidence of chapter's program of work and summary of year's activities presented</i>	<i>Chapter's program of work and summary of year's activities explained briefly</i>	<i>Chapter's program of work and summary of year's activities clearly outlined</i>	<i>Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological and clearly explained</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit chapter and its members: <ul style="list-style-type: none"> <li>• Recruitment</li> <li>• Leadership Development</li> <li>• Career Exploration &amp; Preparation</li> <li>• Business Partnerships</li> <li>• Chapter Fundraising</li> <li>• Public Relations &amp; Chapter Publicity</li> </ul>	<i>No evidence of activities</i>	<i>There is at least one activity described in two of the components listed</i>	<i>There is at least one activity described in four of the components listed</i>	<i>There is at least one activity described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: <ul style="list-style-type: none"> <li>• State &amp; National Projects</li> <li>• Other community service projects</li> </ul>	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: <ul style="list-style-type: none"> <li>• Participation in FBLA conferences</li> <li>• Other chapter and individual recognition earned</li> <li>• Competitive event winners and participation</li> </ul>	<i>No evidence of conferences attended, and recognition received</i>	<i>Described at least two activities in relation to conferences attended, and recognition received</i>	<i>Described at least three activities in relation to conferences attended, and recognition received</i>	<i>Described four or more activities in relation to conferences attended, and recognition received</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Management Information Systems



### Management Information Systems Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies:  Business size and scope / systems analysis and design / object-oriented analysis and design / user interfaces / system controls / defining systems	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Marketing



### Marketing Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Demonstrates knowledge and understanding of the event competencies:</b>  Basic marketing fundamentals / economics / selling & merchandising / channels of distribution / marketing, information research, & planning / promotion & advertising media / legal, ethical, & social marketing aspects / e-commerce	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Mobile Application Development



### Mobile Application Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Design and Code Quality</b>					
Planning Process	<i>No explanation or description of the planning process</i>	<i>Explains the process but does not share tangible planning documents</i>	<i>Explains the process and shares tangible planning documents</i>	<i>Explains process using industry terminology and displays tangible planning documents</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	<i>No use of classes, modules, or components</i>	<i>Use of classes, modules, and/or components</i>	<i>Appropriate use of classes, modules, and/or components</i>	<i>Expert use of classes, modules, and/or components</i>	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	<i>No use of architectural patterns</i>	<i>Unclear use of architectural patterns</i>	<i>Appropriate use of architectural patterns</i>	<i>Expert use of architectural patterns</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>User Experience</b>					
Users can easily navigate between pages	<i>App navigation is unclear</i>	<i>App navigation contains errors</i>	<i>App navigation is clear and contains no more than one error</i>	<i>App navigation is error free and can be used without instruction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
User interface is intuitive or clear instructions are provided	<i>No instructions provided and is not intuitive</i>	<i>Instructions provided or app is not intuitive</i>	<i>Appropriate &amp; clear instructions are provided</i>	<i>App is intuitive and clear instructions are provided</i>	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	<i>App does not have a custom icon or graphics</i>	<i>App has a basic custom icon and graphics</i>	<i>App has an icon that tells something about the app</i>	<i>App has an icon that tells something about the app and is integrated into app graphics</i>	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	<i>User input isn't validated</i>	<i>User input is somewhat validated</i>	<i>User input is validated</i>	<i>Input validation applied on both syntactical and semantic levels</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Application Functionality</b>					
Program addresses all parts of the prompt	<i>Application does not address the topic/problem</i>	<i>Application addresses the topic/problem at a minimal level</i>	<i>Application fully addresses the topic/problem</i>	<i>Application fully addresses the topic/problem, and the correlation is explained in the instructions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	<i>Social media is not incorporated</i>	<i>One social media platform is incorporated</i>	<i>Two or more social media platforms are incorporated</i>	<i>App is integrated to work directly with at least one social media application</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Documentation and copyright compliance	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	



# 2023-24 Competitive Events Guidelines

## Mobile Application Development



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Network Design



### Network Design Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies:  Network installation / network function / configuration of internet resources / backup and recovery / configuring networks / services	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

# 2023-24 Competitive Events Guidelines

## Parliamentary Procedure (High School)



### Parliamentary Procedure Role Play Presentation Rating Sheet

Motions Classification	Comments	Not Completed	Completed	Completed & Correct	Points Earned
Main Motion		0 points	1-5 points	6-10 points	
Subsidiary Motion		0 points	1-5 points	6-10 points	
Privileged Motion		0 points	1-5 points	6-10 points	
Incidental Motion		0 points	1-5 points	6-10 points	
Bring Again Motion		0 points	1-5 points	6-10 points	
<b>Business of Meeting</b>					
Problem Addressed		0 points	1-5 points	6-10 points	
Proper Use of Parliamentary Terms		0 points	1-5 points	6-10 points	
Voices projected and Expressions Clear		0 points	1-5 points	6-10 points	
Presiding Official Remained Impartial		0 points	1-5 points	6-10 points	
Members took initiative in meeting		0 points	1-5 points	6-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



### Partnership with Business Project Pre-judge Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Goals</b> Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>Partnership goals are listed but not well defined</i>	<i>Project has specific partnership goals</i>	<i>Project has quantitatively defined goals and indicate future activities or steps that could be taken to further the work started</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Roles &amp; Responsibilities</b> Explain the responsibilities of the business and chapter leaders	<i>Roles &amp; responsibilities were not explained or included</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included but not explained in detail</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included and explained</i>	<i>Roles &amp; responsibilities of business &amp; chapter leaders along with their degree of involvement was included, explained and evident throughout the entire project</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Planning, Development, and Implementation</b> Describe planning, development, and implementation of project	<i>Planning is not evident or included</i>	<i>Planning explanation is not clearly described</i>	<i>Planning activities/steps are clearly described</i>	<i>Planning activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Development is not evident or included</i>	<i>Development explanation is not clearly described</i>	<i>Development activities/steps are clearly described</i>	<i>Development activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Implementation is not evident or included</i>	<i>Implementation explanation is not clearly described</i>	<i>Implementation activities/steps are clearly described</i>	<i>Implementation activities/steps are clearly described including rationale with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Publicity</b> Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity included in the report without evidence</i>	<i>Information about publicity included in the report with evidence</i>	<i>Information about multiple examples of publicity included in the report with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcomes</b> Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Evaluation</b> Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Report shows partial evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community</i>	<i>Report shows thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-6 points	7-8 points	9-10 points	

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Format</b>					
Report is arranged in the correct order and length according to the guidelines	<i>Missing one or more sections and/or does not follow rating sheet or exceeds the limit of 17 pages total</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet and page limits</i>	<i>Presented in the correct order with clear written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design of the report	<i>Report is not formatted</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Consistent formatting throughout including advanced skills such as full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Report Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Partnership with Business Project



### Partnership with Business Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Goals</b> Project has specific partnership goals involving a business and FBLA chapter	<i>This partnership does not involve a FBLA chapter and a business</i>	<i>1-2 partnership goals involving a business and FBLA chapter that are not well defined</i>	<i>3-4 partnership goals involving a business and FBLA chapter that are well defined</i>	<i>5 or more partnership goals involving FBLA chapter and a business that are well defined</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Roles &amp; Responsibilities</b> Explain the responsibilities of the business and chapter leaders	<i>No leadership roles explained</i>	<i>Unclearly explains or is missing the roles &amp; responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains roles &amp; responsibilities of the business and chapter leaders along with their degree of involvement</i>	<i>Clearly explains the roles &amp; responsibilities of the business and chapter leaders showing continuous involvement throughout entire project</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Planning, Development, and Implementation</b> Describe planning, development, and implementation of project	<i>Planning, development, and implementation process not explained</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process.</i>	<i>Clearly explains planning, development, implementation process including rationale with evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Publicity</b> Provide examples of publicity and recognition for the project	<i>No evidence of publicity received</i>	<i>Information about publicity without evidence</i>	<i>Information about publicity with evidence</i>	<i>Multiple examples of publicity with evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcomes</b> Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	<i>No benefits, concepts learned, or impact is stated</i>	<i>Benefits, concepts learned, or impact are not all explained</i>	<i>Benefits, concepts learned, and degree of impact are all included</i>	<i>Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Evaluation</b> Evaluate the project for its impact on the chapter, business, and community	<i>No evidence of project evaluation is provided</i>	<i>Evaluations provide unclear impact on the chapter, business, and community</i>	<i>Thorough evaluations and its impact on the chapter, business, and community</i>	<i>Thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Public Service Announcement



### Public Service Announcement Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Learning Objective</b> Demonstrates understanding of the topic and creates an objective for the intended audience	<i>No understanding of event topic OR incorrect topic used, and no objective created</i> 0 points	<i>Unclear understanding of the topic with or without a learning objective</i> 1-6 points	<i>Clear understanding of the topic with a learning objective</i> 7-8 points	<i>Expert understanding of the topic with a learning objective for the intended audience</i> 9-10 points	
<b>Research</b> Explain the major findings from the topic research	<i>No explanation of research or findings</i> 0 points	<i>Unclearly explains findings from topic research</i> 1-8 points	<i>Clearly explains findings from topic research</i> 9-12 points	<i>Clearly explains the finding from topic research with provided evidence for support</i> 13-15 points	
<b>Script</b> Describe the design development and script writing process	<i>No description of design development and script writing</i> 0 points	<i>Unclearly describes the design development and the script writing process</i> 1-6 points	<i>Clearly describes the design development and script writing process</i> 7-8 points	<i>Clearly describes the design development and the script writing process with supporting evidence</i> 9-10 points	
<b>Techniques</b> Explain video and audio techniques used to create the PSA	<i>No explanation of use or implementation of audio or video</i> 0 points	<i>1-2 techniques used to create the PSA</i> 1-8 points	<i>3-4 techniques used to create the PSA and described</i> 9-12 points	<i>5 or more techniques used to create the PSA and described using expert terminology</i> 13-15 points	
<b>Equipment &amp; Software</b> Explain at least 3 types of equipment and/or software used to create PSA	<i>No explanation of equipment and software</i> 0 points	<i>1 forms of equipment or software utilized to create the PSA</i> 1-6 points	<i>2 forms of equipment or software utilized to create PSA</i> 7-8 points	<i>3 or more forms of equipment or software were used to create the PSA and described using expert terminology</i> 9-10 points	
<b>Copyright/Sources</b> Copyright and source information is noted and documented, and video content is original	<i>Copyright and source information not addressed or addressed incorrectly AND video content is not original</i> 0 points	<i>Material violates copyright guidelines; sources are not addressed OR video content is not original</i> 1-6 points	<i>Copyright and source information is documented, and video content is original</i> 7-8 points	<i>Copyright compliance and source information is documented using visual representation, and video content is original</i> 9-10 points	
<b>PSA Video Presentation</b>	<i>PSA is not shown during the presentation</i> 0 points			<i>PSA is shown during the presentation</i> 5 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i> 0 points	<i>Competitor(s) were prepared, but flow was not logical</i> 1-6 points	<i>Presentation flowed in logical sequence</i> 7-8 points	<i>Presentation flowed in a logical sequence; statements were well organized</i> 9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i> 0 points	<i>Competitor(s) demonstrated self-confidence and poise</i> 1-2 points	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> 3-4 points	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> 5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i> 0 points	<i>Does not completely answer questions</i> 1-6 points	<i>Completely answers questions</i> 7-8 points	<i>Interacted with the judges in the process of completely answering questions</i> 9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Public Speaking (High School)



### Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Topic</b> Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Theme</b> Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Introduction</b> Introduce the topic immediately	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Supporting Information (Body)</b> Include accurate and appropriate supporting information such as research	<i>Speech did not include supporting information</i>	<i>Speaker included one example of supporting information</i>	<i>Speaker included two examples of supporting information</i>	<i>Speaker included three or more examples of supporting information</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Conclusion</b> Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Speech Delivery</b> Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					



# 2023-24 Competitive Events Guidelines

## Sales Presentation



### Sales Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presents appropriate greeting	No introduction was presented	The conversation began, but the customer (judge) had to start the presentation	The conversation was initiated by the competitor(s)	Competitor(s) is creative in their introduction and led to a seamless transition into needs determination	
	0 points	1-6 points	7-8 points	9-10 points	
Able to determine needs	No questions were utilized to determine needs	Competitor(s) ask questions, but specific needs are not determined	Competitor(s) use questions to determine the needs of the customer (judge)	Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service	
	0 points	1-6 points	7-8 points	9-10 points	
Presenting the product or service	No product/service was presented	Competitor(s) was unable to create interest in the product/service or the features	Competitor(s) was able to create interest in the product/service through knowledge of its features	Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)	
	0 points	1-6 points	7-8 points	9-10 points	
Able to overcome objections	Objections were not addressed or overcome	One objection was overcome	2-3 objections were overcome	All objections were overcome, and sale resulted	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates suggestion selling	No additional items were offered	Additional items were suggested, but did not relate to the product/service	Additional items were suggested that relate to the product/service	Additional items were suggested that relate to product/service and enhance the sale	
	0 points	1-6 points	7-8 points	9-10 points	
Able to close the sale	Sale was not suggested	Competitor(s) asks for the sale but not all objections were addressed	Competitor(s) asks for the sale and there is little apprehension in agreeing	Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to develop relationship	No follow up was mentioned	Non-effective follow up was mentioned	Sale was finalized and interest in product/service was established	Relationship was established resulting in customer (judge) loyalty	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
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	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	

**Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)

**Presentation Total (100 points)**

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

# 2023-24 Competitive Events Guidelines

## Social Media Strategies



### Social Media Strategies Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Develops a social media campaign that effectively addresses the topic for the target audience	<i>Did not explain the campaign</i>	<i>Provided an unclear explanation of the social media campaign, topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of social media strategies and metrics throughout	<i>No knowledge demonstrated</i>	<i>Unclearly demonstrated knowledge of social media or metrics</i>	<i>Demonstrates knowledge of social media and metrics</i>	<i>Demonstrates knowledge of social media strategies and metrics with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe the research, methodology, design, and development used to create social media strategies	<i>Research and methodology not described</i>	<i>Unclearly describes the research and methodology used to create strategies</i>	<i>Clearly describes research and methodology used to create social media strategies</i>	<i>Clearly describes the research and methodology used to create social media strategies with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Design and development process not described</i>	<i>Unclearly describes the design and development process</i>	<i>Clearly describes design and development process</i>	<i>Clearly describes the design and development with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms	<i>Does not present social media strategies</i>	<i>Unclearly describes the social media strategies</i>	<i>Clearly describes social media strategies used to create a clear call-to-action</i>	<i>Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not include three social media posts on multiple platforms</i>	<i>Included three social media posts but not on multiple platforms</i>	<i>Included three social media posts on multiple platforms</i>	<i>Included more than three social media posts on multiple platforms with supporting evidence</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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

# 2023-24 Competitive Events Guidelines

## Social Media Strategies



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Sports & Entertainment Management



### Sports & Entertainment Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Demonstrates understanding of the role play and defines problem(s) to be solved</b>	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Identifies alternatives and the pro(s) and con(s) of each</b>	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Identifies logical solution and aspects of implementation</b>	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Demonstrates knowledge and understanding of the event competencies:</b>  Event management, decision making, strategic planning, delegation, leadership, ethics, entertainment industry, marketing and promotion, sales, entrepreneurship, human resources, careers	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Visual Design



### Visual Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	<i>Materials not described and/or one or more elements are missing or incomplete</i>	<i>Event topic and at least one of the materials described</i>	<i>Event topic and all materials described</i>	<i>All materials and event topic described, and the competitor(s) connect the different pieces together</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development proves	<i>No explanation or description of the design and development process</i>	<i>Explains the design OR development process</i>	<i>Explain both the design and the development process</i>	<i>Expert industry explanation of both design and development process</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	<i>Does not create interest or desire for the design</i>	<i>Describes two or more features of the design that would assist in selling the product</i>	<i>Describes four or more features of the design that would assist in selling the product</i>	<i>Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	<i>Consistence in graphic design to theme not addressed</i>	<i>Explains how graphic design is consistent with theme</i>	<i>Demonstrates with visual aids the consistency between graphic design and theme</i>	<i>Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 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 &amp; 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	1-9 points	10-16 points	17-20 points	
Website Usability: Website usability and navigation	<i>Website is not usable</i>	<i>Website usable but does not follow event guidelines</i>	<i>Website usable and meets all guidelines</i>	<i>Website contains more features than what is required in the guidelines</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Website Usability: 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	
Website Usability: 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>User with no knowledge of the topic can identify based on site</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Website Content: Site contains multiple elements providing evidence of coding skills	<i>No evidence of website coding skill demonstrated</i>	<i>Website is designed 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	
Website Content: 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	
Website Content: 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 &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; 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 opens appropriately on more than 2 platforms</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: 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	
Project Evaluation: Website elements are consistent across all pages	<i>Only one page is presented</i>	<i>Pages are not consistent</i>	<i>Pages are consistent</i>	<i>Pages are consistent and elements enhance the experience for the user</i>	
	0 points	1-9 points	10-16 points	17-20 points	

# 2023-24 Competitive Events Guidelines

## Website Coding & Development



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (200 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2023-24 Competitive Events Guidelines

## Website Design

### Website Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Planning, Development, and Implementation</b>  Describe planning, development, and implementation of project	<i>No planning, development, and implementation process described</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process</i>	<i>Clearly explains the planning, development, and implementation process including rationale with evidence</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Website Features</b>  Demonstrate the required elements of the project as stated in guidelines	<i>Website is not on topic or does not include required elements</i>	<i>Website is on topic, includes some the required elements</i>	<i>Website presented is on topic, includes all the required elements</i>	<i>Website presented is on topic, includes required elements and more</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Website UX Design</b>  Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design	<i>Does not include appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Website includes some appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Includes appropriate color/contrast, backgrounds, fonts, and graphics</i>	<i>Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Website Content: Grammar, spelling, and punctuation</b>	<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	1-2 points	3-4 points	5 points	
<b>Website Content: Substantiates and cites sources used while conducting research</b>	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Website Evaluation: Website is compatible with multiple platforms</b>	<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 opens appropriately on more than 2 platforms</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Website Evaluation: Website interactivity functions and is error free</b>	<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	1-2 points	3-4 points	5 points	
<b>Website Evaluation: Website elements are consistent across all pages</b>	<i>Only one page is presented</i>	<i>Pages are not consistent</i>	<i>Pages are consistent</i>	<i>Pages are consistent and elements enhance the experience for the user</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Website Evaluation: Description of metrics planned to use to measure the success of the website</b>	<i>Planned measure of metrics not described</i>	<i>Planned measure of metrics unclearly addressed</i>	<i>Planned measure of website metrics clearly addressed</i>	<i>Planned measure of website advanced metrics addressed and enhanced by use of industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	



# 2023-24 Competitive Events Guidelines

## Website Design



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					