



# **School-based Enterprise (SBE) Academy**

Sponsored by



**Salt Lake City, Utah**

April 29-May 1, 2012

## Attendance

Students at ICDC representing the Gold Certified and Gold Re-certified SBEs will attend the SBE Academy. During the SBE Academy, students will make a 5-7 minute best practice presentation which will be judged. The top presentations will receive an award during the Grand Awards Session.

Academy participants are expected to attend **all** SBE Academy sessions.

## Presentation Guidelines

- SBEs will be divided into 6 groups/rooms (about 75 students per group) for presentations
- Each SBE will make a best practice presentation on one of 3 broad categories:
  1. Promotion
  2. Operations
  3. Customer Service
- Presentations are limited to 5-7 minutes, which includes set up time
  - Creativity is encouraged – may use PowerPoint, video, props, music, etc.
  - Presentations should start with identifying school/SBE and presentation topic
  - We cannot be responsible for video or sound difficulties during presentations – come prepared with additional capabilities for video/music (such as iPod or iPad)
  - Students using our media are required to come to their specified presentation room at 7:30 AM on the day of their presentation to make sure media works on equipment provided
- A PC computer with Office 2007 or higher, LCD projector, screen, microphone and speakers will be provided for students in each presentation room
  - Students will not be allowed to use their own computer
- Students using our media must bring presentation on a flash drive
  - Students should have alternative method of presenting – a “Plan B”
  - Presentations should also be saved on the flash drive in PDF format in case of technical difficulties
- Presentations will be judged by SBE students and business professionals – judges’ rubric shown on last page of this document
  - Judges will select the top 2 presentations in each room; the teams selected will be announced at the DECA Second General Session on Tuesday morning and participate in a finals round on Tuesday afternoon
  - Gold Certified and Re-Certified chapters will also be recognized at the DECA Second General Session on Tuesday morning
  - Top 10 presentations will be recognized during the Grand Awards Session; 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place awards will be presented as well
- Must wear DECA blazer to SBE Academy
- Students must let Lucy Young ([lucy\\_young@deca.org](mailto:lucy_young@deca.org)) know of the topic on which they plan to present by Friday, March 23<sup>rd</sup>. They must also email Lucy a 1-page summary of their SBE’s best practice no later than Friday, April 13<sup>th</sup>.

## **Agenda (subject to change)**

### **Sunday, April 29, 2012**

### **Salt Palace Convention Center (Location in parentheses)**

7:30 AM – 8:00 AM	Students upload presentations in respective breakout rooms (Rm. 251)
8:00 AM – 8:30 AM	Adult Assistants Briefing (250)
8:30 AM – 9:00 AM	SBE Academy Opening Session (250)
9:00 AM – 11:00 AM	Best Practice Presentations (251) *judges can call for ten-minute break halfway through presentations
11:00 AM	Students dismiss for lunch *students are strongly encouraged to use this time to visit the various vendors in the Exhibit Hall
11:00 AM – 12:30 PM	SBE Advisors Work & Learn Lunch (250) *provided by Otis Spunkmeyer
12:30 PM – 2:30 PM	Best Practice Presentations (251) *judges can call for ten-minute break halfway through presentations
2:30 PM – 3:30 PM	Student-led roundtable discussions (250) *discussion topics will be provided

### **Monday, April 30, 2012**

### **Salt Palace Convention Center**

8:30 AM – 9:00 AM	Adult Assistants Briefing (250)
9:00 AM – 9:30 AM	SBE Academy General Session (250)
9:30 AM – 11:30 AM	Hands-on creative display activity (250) *materials will be provided
11:30 AM – 12:00 PM	SBE Academy Closing Session (250) <ul style="list-style-type: none"><li>○ Distribution of SBE Academy Certificates</li><li>○ Certification and Re-certification manual pick-up</li></ul>

### **Tuesday, May 1, 2012**

### **Salt Palace Convention Center**

8:00 AM – 12:00 PM	DECA Second General Session (Energy Solutions Arena) *top 12 best practice finalists will be announced and present later in the day
12:00 PM – 3:00 PM	Best Practice Presentation Finals (250) *top 12 presentations

Presentation Evaluation Form

School \_\_\_\_\_  
Topic \_\_\_\_\_

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/no Value	Judge Score
1. The presentation showed evidence of a realistic understanding of the School-based Enterprise	8 - 7	6 - 5	4 - 3	2 - 0	_____
2. Content was appropriate for the topic	8 - 7	6 - 5	4 - 3	2 - 0	_____
3. The presentation topic clearly identified in the beginning	3	2	1	0	_____
4. The oral presentation proceeded in a logical and organized manner	3	2	1	0	_____
5. The oral presentation had good introduction and conclusion	3	2	1	0	_____
6. The presentation showed creativity in design and execution	3	2	1	0	_____
7. All members of the team contributed equally in the presentation	3	2	1	0	_____
8. The presentation adhered to the time limit	3	2	1	0	_____
9. The use of visuals was appropriate and enhanced the presentation	3	2	1	0	_____
10. Overall impression of student(s) skill and performance	3	2	1	0	_____

Judge Name \_\_\_\_\_

Total Score \_\_\_\_\_

Total Possible Score: 40