



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION

Thank you for agreeing to share your time and knowledge with DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all DECA students and staff, thank you for serving as a competitive events judge!



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes two major parts: an exam and one role-play activity.
- You have been assigned to judge the role-play in one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performers from each section, after combining the exam and role-play score, will advance to final competition.
- The participant will be given a written scenario to review. In the role-play, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of four performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. As a judge, you will evaluate the participant's role-play performance on these tasks, follow-up questions and 21st Century Skills.

YOUR ROLE AS A JUDGE

- Carefully review the role-play and evaluation form to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 10-minute role-play.
- Following the participant's explanation for the solution to the role-play, ask questions related to the scenario that are provided in the event. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. No printed reference materials, visual aids, etc., may be used.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- Use a pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



1 ROLE-PLAY



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Communication Skills

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Communication– Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of effectively verbal communications.
2. Explain the nature of effective written communications.
3. Employ communication strategies appropriate to target audience.
4. Defend ideas objectively.

EVENT SITUATION

You are to assume the role of customer service manager at JOHNSON CITY UTILITIES, a local city office that handles residential and business utility accounts such as water, waste removal, drainage and recycling. Due to a tighter budget, city officials have decided to reduce garbage collection from twice a week down to once a week. The city manager (judge) has asked for your expertise on the best way to communicate the changes to residential and business customers.

The city manager (judge) wants your opinion on the different methods of communicating the change in garbage collection to businesses and residential customers. The city manager (judge) would also like to know different types of responses customers might have and how to prepare for them.

You will present your ideas to the city manager (judge) in a role-play to take place in the city manager's (judge's) office. The city manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the city manager's (judge's) questions, the city manager (judge) will conclude the role-play by thanking you for your work.

SAMPLE

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE SITUATION CHARACTERIZATION

You are to assume the role of city manager for Johnson City. Due to a tighter budget, city officials have decided to reduce garbage collection from twice a week down to once a week. You want the customer service manager (participant) for JOHNSON CITY UTILITIES, the office that handles residential and business utility accounts such as water, waste removal, drainage and recycling, to offer expertise on the best way to communicate the changes to both residential and business customers.

You want the customer service manager's (participant's) opinion on the different methods of communicating the change in garbage collection to businesses and residential customers. You would also like to know different types of responses customers might have and how to prepare for them.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Why is it important that we communicate the changes to our customers well in advance of the change?

2. When should we communicate the changes and possible responses to the entire staff that works with our customers?

Once the customer service manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the customer service manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

Answers will vary but should demonstrate a basic understanding of the concepts.

SAMPLE

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Communication Skills

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective verbal communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the nature of effective written communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Employ communication strategies appropriate to target audience?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Defend ideas objectively?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						