



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### **QUICK SERVE RESTAURANT MANAGEMENT SERIES**

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!



# INDIVIDUAL SERIES 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 two role-play activities.
- You have been assigned to judge one of the two role-plays 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 two role-play scores, 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 five 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**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
Product/Service Management

## **QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature and scope of the product/service management function.
2. Identify the importance of product life cycles on marketing decisions.
3. Describe factors used by marketers to position products/services.
4. Explain the nature of product mix.
5. Demonstrate awareness of capabilities and limitations of the operation.

## EVENT SITUATION

You are to assume the role of director of operations for BREAKERS, the top fast food restaurant around the world in sales and brand recognition. The senior vice president (judge) has asked you to make a decision regarding a poor performing menu item.

BREAKERS is consistently ranked as the most recognized brand around the world and is the largest chain of hamburger fast food restaurants. The chain has over 36,000 locations in 119 countries, with over 14,000 locations in North America.

While there are many other fast food hamburger restaurants, BREAKERS has always led the pack in both sales and customer service. The only true competition BREAKERS has received is the growing popularity of a submarine sandwich chain that promotes itself as “a healthy alternative to burgers and fries.” The sandwich chain has seen a tremendous growth in same-store-sales year after year with the majority of customers being Millennials. Their growth has been strong enough to result in BREAKERS adding a healthy alternative to their menu.

In 2013, BREAKERS introduced the grilled chicken wrap to its menu. The menu item features grilled chicken, loads of vegetables and a lite ranch dressing wrapped in a steamed tortilla. The wrap has fewer calories and fat than other menu items. The wrap is available on the regular menu and also as an option on the kid’s menu. Executives hoped that the new menu item would not only attract health conscious Millennials, but would also appease angry parents that were demanding healthier options on the BREAKERS’ kid’s menu.

After three years on the menu, it has become clear that BREAKERS’ customers do not want healthier options. BREAKERS’ customers frequent the restaurant to have burgers and fries. Sales of the wrap have been poor, with only mild success on the kid’s menu. In addition, the wraps are not quick to assemble, causing delays in getting food to the customer, and the fresh ingredients are an expensive cost to the operation.

The senior vice president (judge) would like you to make a decision regarding the grilled chicken wrap. The senior vice president (judge) would like you to weigh the benefits and consequences of keeping it on the menu and also removing it from the menu. The senior vice president (judge) is open to other alternatives or suggestions regarding the grilled chicken wrap.

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

## 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. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for BREAKERS, the top fast food restaurant around the world in sales and brand recognition. You asked the director of operations (participant) to make a decision regarding a poor performing menu item.

BREAKERS is consistently ranked as the most recognized brand around the world and is the largest chain of hamburger fast food restaurants. The chain has over 36,000 locations in 119 countries, with over 14,000 locations in North America.

While there are many other fast food hamburger restaurants, BREAKERS has always led the pack in both sales and customer service. The only true competition BREAKERS has received is the growing popularity of a submarine sandwich chain that promotes itself as "a healthy alternative to burgers and fries." The sandwich chain has seen a tremendous growth in same-store-sales year after year with the majority of customers being Millennials. Their growth has been strong enough to result in BREAKERS adding a healthy alternative to their menu.

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only attract health conscious Millennials, but would also appease angry parents that were demanding healthier options on the BREAKERS' kid's menu.

After three years on the menu, it has become clear that BREAKERS' customers do not want healthier options. BREAKERS' customers frequent the restaurant to have burgers and fries. Sales of the wrap have been poor, with only mild success on the kid's menu. In addition, the wraps are not quick to assemble, causing delays in getting food to the customer, and the fresh ingredients are an expensive cost to the operation.

You would like the director of operations (participant) to make a decision regarding the grilled chicken wrap. You would like the director of operations (participant) to weigh the benefits and consequences of keeping it on the menu and also removing it from the menu. You are open to other alternatives or suggestions regarding the grilled chicken wrap.

The participant will present the analysis and recommendation 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. Do you think it is important that we communicate our decision to the public?
2. Will this decision hurt our bottom line?
3. Why is it important for a successful fast food chain to add new and different menu items?

Once the director of operations (participant) has presented the analysis and recommendation and has answered your questions, you will conclude the role-play by thanking the director of operations (participant) for the work.

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

## 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2017**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
SAMPLE

**INSTRUCTIONAL AREA**  
Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify the importance of product life cycles on marketing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate awareness of capabilities and limitations of the operation?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						