



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

RETAIL MERCHANDISING 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

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Customer Relations

RETAIL MERCHANDISING SERIES 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.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Handle customer/client complaints.
2. Explain the role of ethics in customer relationship management.
3. Determine ways of reinforcing the company's image through employee performance.
4. Discuss actions employees can take to achieve the company's desired results.
5. Identify components of a retail image.

EVENT SITUATION

You are to assume the role of district manager at TRUST CARE, a drug store chain with over 5,000 locations. Due to customer complaints found on online survey results, you must speak with one of your store managers (judge) about unethical employee practices.

There are 35 TRUST CARE locations in your district. Each location is run by a store manager that employs up to 50 hourly employees, a salaried assistant manager and two salaried pharmacists. TRUST CARE stores feature a wide variety of inventory: cosmetics, groceries, health aids, photo printing equipment, seasonal items and a full service pharmacy.

Two months ago you set up a customer service survey online that would ask customers about their TRUST CARE experience. The web address for the survey is found at the bottom of each receipt. Check-out cashiers have been instructed to inform customers of the survey and encourage them to participate.

The customer service survey asks for a scaled ranking of the store set-up, cleanliness and product availability. There is also a section asking the customer to rate the check-out cashier on friendliness, speed, accuracy and knowledge. Included is an optional portion of the survey asking the customer to expand on TRUST CARE employee experiences. You created the customer service survey to give you more information about each store location and the employees representing TRUST CARE.

In reviewing the survey results, you have found a number of complaints for one store. The complaints are not about the TRUST CARE store, nor are they about the friendliness, speed, accuracy or knowledge of the check-out cashier; the complaints are regarding the forcefulness in which the check-out cashiers informed the customer about the survey. Over 25% of respondents took the time to describe cashiers that told the customer he/she needed to score highly on the survey, begged for all high scores, wrote their names on the receipt and some even had an ink stamp that marked, "ALL FIVES," on the receipt, demanding the customer to give the cashier the highest rating possible. The customers complained that it was not professional behavior and even unethical.

You now fear that the customer survey results have all been compromised by the acts of the check-out cashiers. You must now meet with the store manager (judge) to discuss the situation, explain why the cashiers' actions are unethical, explain how they affect TRUST CARE as a whole and provide suggestions on how check-out cashiers can achieve positive rankings without demanding them.

You will meet with the store manager (judge) to discuss the situation in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking what you would like to discuss. After you have met with the store manager (judge) and have answered the store manager's (judge's) questions, the store manager (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. 21st 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 store manager at TRUST CARE, a drug store chain with over 5,000 locations. Due to customer complaints found on online survey results, you must speak with the district manager (participant) about unethical employee practices.

There are 35 TRUST CARE locations in your district. Each location is run by a store manager that employs up to 50 hourly employees, a salaried assistant manager and two salaried pharmacists. TRUST CARE stores feature a wide variety of inventory: cosmetics, groceries, health aids, photo printing equipment, seasonal items and a full service pharmacy.

Two months ago the district manager (participant) set up a customer service survey online that would ask customers about their TRUST CARE experience. The web address for the survey is found at the bottom of each receipt. Check-out cashiers have been instructed to inform customers of the survey and encourage them to participate.

The customer service survey asks for a scaled ranking of the store set-up, cleanliness and product availability. There is also a section asking the customer to rate the check-out cashier on friendliness, speed, accuracy and knowledge. Included is an optional portion of the survey asking the customer to expand on TRUST CARE employee experiences. You created the customer service survey to give you more information about each store location and the employees representing TRUST CARE.

In reviewing the survey results, the district manager (participant) found a number of complaints for your store. The complaints are not about the TRUST CARE store, nor are they about the friendliness, speed, accuracy or knowledge of the check-out cashier; the complaints are regarding the forcefulness in which the check-out cashiers informed the customer about the survey. Over 25% of respondents took the time to describe cashiers that told the customer he/she needed to score highly on the survey, begged for all high scores, wrote their names on the receipt and some even had an ink stamp that marked, "ALL FIVES," on the receipt, demanding the customer to give the cashier the highest rating possible. The customers complained that it was not professional behavior and even unethical.

The district manager (participant) now fears that the customer survey results have all been compromised by the acts of the check-out cashiers. The district manager (participant) must now meet with you to discuss the situation, explain why the cashiers' actions are unethical, explain how they affect TRUST CARE as a whole and provide suggestions on how check-out cashiers can achieve positive rankings without demanding them.

The participant will meet with you to discuss the situation in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear what the meeting is about.

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

1. Should I reprimand or punish the cashiers that acted unethically?
2. Should I talk to the cashiers one-on-one or should I hold a staff meeting to address these issues?
3. How can we encourage customers to complete the surveys?

Once the district manager (participant) has discussed the situation with you and has answered your questions, you will conclude the role-play by thanking the district manager (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.

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.



RETAIL MERCHANDISING SERIES, 2017

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of ethics in customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						