



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### **SCHOOL-BASED ENTERPRISE (RETAIL OPERATIONS)**

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!



# SCHOOL-BASED ENTERPRISES

## 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 one major part: an oral presentation.
- You have been assigned to judge 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 performing participants from each section will advance to final competition.
- As a judge, you will evaluate the participant's presentation using the provided rubric.

### YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 10-minute presentation. Allow the participants to complete their presentation without interruption, unless you are asked to respond.
- Following the oral presentation and if time remains, you may ask questions based on your notes. 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. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks are allowed.**
- At the conclusion of the presentation, thank the participant(s). Please do not provide any feedback to the participant(s).
- 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 to 3  
PARTICIPANTS



PRESENTATION  
TIME

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



# SCHOOL-BASED ENTERPRISES COMPETITION

SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**

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The **School-based Enterprise** competitions provide an opportunity for participants to demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation.

The SBE competition is available to gold certified and gold-recertified SBEs that are attending the SBE Academy at the International Career Development Conference. In order to attend ICDC, participants must have the approval of the chartered association advisor.

The guidelines for each school-based enterprise operation have been consolidated to facilitate the coordination of participant activities. This means the same topic, procedure, presentation guidelines and evaluation will be used for both categories.

The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations.

## 2017 TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **promotion**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Plan promotional strategy.
- Explain the use of visual merchandising in retailing.
- Plan special events.
- Use cross-merchandising techniques.
- Measure success of promotional efforts.

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

## EVENT OVERVIEW

- This event consists of one major part: the **oral presentation**.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judge.
- The participant(s) will organize appropriate information to explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participant(s) may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **10 minutes** in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking, the quality of visuals or other supplemental materials, and how well the participants address the performance indicators.

## PRESENTATION GUIDELINES

- The competition consists of an oral presentation during which the participants will explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participants will present to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring note cards pertaining to the project to use as reference during the presentation.
- Participants must wear a DECA blazer.
- The participants may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. The participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. The participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks allowed. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## PRESENTATION JUDGING

The participants will be evaluated according to the Presentation Evaluation Form.

After introductions, the participants will make a 10-minute presentation to a judge.

At the conclusion of the presentation, the judge will thank the participants. Then the judge will complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.

## AWARDS

Judges will select the top preliminary presentations from each section in each category. The finalist teams will be announced at the Achievement Awards Session and will then participate in the final round. The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.



1 to 3  
PARTICIPANTS



PRESENTATION  
TIME



# SCHOOL-BASED ENTERPRISES

SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**  
SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**

## PRESENTATION EVALUATION FORM

DID THE PARTICIPANT(S)?	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Explain how the SBE plans promotional strategy?	0-1-2-3	4-5-6-7	8-9-10-11-12	13-14-15-16	
2. Explain the use of visual merchandising?	0-1-2-3	4-5-6-7	8-9-10-11-12	13-14-15-16	
3. Plan special events?	0-1-2-3	4-5-6-7	8-9-10-11-12	13-14-15-16	
4. Use cross-merchandising techniques?	0-1-2-3	4-5-6-7	8-9-10-11-12	13-14-15-16	
5. Measure success of promotional efforts?	0-1-2-3	4-5-6-7	8-9-10-11-12	13-14-15-16	
6. Use visuals that are appropriate and enhance the presentation?	0-1-2	3-4-5	6-7-8	9-10	
7. Overall impression of student(s) skill and performance.	0-1-2	3-4-5	6-7-8	9-10	

**TOTAL SCORE**