



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH

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!



BUSINESS OPERATIONS RESEARCH 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: a written entry and an oral presentation.
- You have been assigned to judge one section of this event.
- In your section, you will judge 16 to 20 participant teams (1 to 3 participants), who are only competing against each other in the preliminary competition. The top two performing teams from each section, after combining the written entry (60 points maximum) and oral presentation (40 points maximum) score, will advance to final competition.
- As a judge, you will evaluate the participant teams' written entry and 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.
- During the first part of the day, you will evaluate the written entries. Use 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. The event director will provide you with an estimated amount of time to spend on each written entry.
- Once you begin to see participant teams, after introductions, begin the 15-minute presentation. Allow the participant teams to complete their presentation without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- Following the oral presentation and if time remains, you may ask questions based on your notes or on the written entry itself. 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 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 participant teams 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



30
PAGES
ALLOWED



15
PRESENTATION
TIME

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



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH **BOR**
BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**
FINANCE OPERATIONS RESEARCH **FOR**
HOSPITALITY AND TOURISM OPERATIONS RESEARCH **HTOR**
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH **SEOR**

The **Business Operations Research Events** provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.

Participants in the Business Operations Research Events will:

- select an actual local business operation
- design a research study
- conduct a research study
- analyze the results of the research study
- prepare a strategic plan
- prepare a proposed budget
- present in a role-play situation
 - the design of the research study
 - the findings and conclusions of the research study
 - the proposed strategic plan
 - the proposed budget to enact the suggested strategies

The guidelines for each of the Business Operations Research Events are consolidated to facilitate coordination of participant activities in each of the career categories. This means the guidelines will be exactly the same for each career category. However, each career category will be treated separately as a competitive event.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities or careers that are included in each of the Business Operations Research Events. These career categories are connected to career clusters.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Services includes human resources, information technology and personal and contracted services businesses.

FINANCE

Finance includes banks, credit unions, accounting, investments and other financial businesses.

HOSPITALITY + TOURISM

Hospitality and Tourism includes hotels, restaurants and tourism-related businesses.

MARKETING

Buying and Merchandising includes retail and wholesale businesses that provide consumer goods.

Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events.

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 21st 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

EVENT OVERVIEW

- The Business Operations Research Events consist of two major parts: the **written document** and the **oral presentation** by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each Business Operations Research entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants 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 **15 minutes** in length, including time for the judge's questions.
- For the presentation, the participants are to assume the role of hired consultants. The judge will assume the role of the owner/manager of the business/organization and will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

2017 TOPIC

The 2017 topic for each career category is the development or enhancement of a social, local, mobile (SoLoMo) strategy. Participants will collaborate with a local business or organization to analyze current promotional strategies and practices and then develop and present a strategic plan to improve or implement social, local, mobile strategies and practices.

RATIONALE

A major trend in marketing across industry sectors is an increased emphasis on social, local, mobile (SoLoMo). Businesses and organizations are re-balancing promotional dollars in order to utilize geo-location technology, develop mobile apps, improve maneuverability, and alter communications strategies in order to more quickly and more effectively reach customers.



1 to 3
PARTICIPANTS



30
PAGES
ALLOWED



15
PRESENTATION
TIME

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- BUSINESS SERVICES OPERATIONS RESEARCH EVENT
- BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT
- FINANCE OPERATIONS RESEARCH EVENT
- HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT
- SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH EVENT

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the project

II. INTRODUCTION

- A. Description of the business or organization
- B. Description of the community (economic, geographic, demographic and socioeconomic factors)
- C. Overview of the business or organization’s current promotional strategies and practices

III. RESEARCH METHODS USED IN THE STUDY

- A. Description and rationale of research methodologies selected to conduct the research study
- B. Process used to conduct the selected research methods

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

- A. Findings of the research study
- B. Conclusions based on the findings

V. PROPOSED STRATEGIC PLAN

- A. Objectives and rationale of the proposed strategic plan
- B. Proposed activities and timelines
- C. Proposed metrics or key performance indicators to measure plan effectiveness

VI. PROPOSED BUDGET

Costs associated with proposed strategies

VII. BIBLIOGRAPHY

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

WRITTEN ENTRY CHECKLIST

In addition to Written Entry Guidelines, participants must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of hired consultants. The judge is to assume the role of the business's/organization's owner/manager.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 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 a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants 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 36¹/₂ inches by 48¹/₂ 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 participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their 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.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/manager of the business/organization. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will explain the proposed strategic plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH **BOR**
 BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**
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WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

| EXECUTIVE SUMMARY | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
|-----------------------------------------------------------------------------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 1. One- to three-page description of the project | 0-1 | 2 | 3-4 | 5 | |
| INTRODUCTION | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 2. Description of the business or organization | 0 | 1 | 2 | 3 | |
| 3. Description of the community (economic, geographic, demographic and socioeconomic factors) | 0 | 1 | 2 | 3 | |
| 4. Overview of the business or organization's current promotional strategies and practices | 0 | 1 | 2 | 3 | |
| RESEARCH METHODS USED IN THE STUDY | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 5. Description and rationale of research methodologies selected to conduct the research study | 0-1 | 2-3 | 4-5 | 6 | |
| 6. Process used to conduct the selected research methods | 0-1 | 2-3 | 4-5 | 6 | |
| FINDINGS AND CONCLUSIONS OF THE STUDY | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 7. Findings of the research study | 0-1 | 2 | 3 | 4 | |
| 8. Conclusions based on the findings | 0-1 | 2 | 3 | 4 | |
| PROPOSED STRATEGIC PLAN | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 9. Objectives and rationale of the proposed strategic plan | 0-1 | 2-3 | 4-5 | 6 | |
| 10. Proposed activities and timelines | 0-1 | 2-3 | 4-5 | 6 | |
| 11. Proposed metrics or key performance indicators to measure plan effectiveness | 0-1 | 2-3 | 4-5 | 6 | |
| PROPOSED BUDGET | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 12. Costs associated with proposed strategies | 0-1 | 2 | 3 | 4 | |
| APPEARANCE AND WORD USAGE | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
| 13. Professional layout, neatness, proper grammar, spelling and word usage | 0-1 | 2 | 3 | 4 | |

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



BUSINESS OPERATIONS RESEARCH EVENTS

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PRESENTATION EVALUATION FORM

| PRESENTATION | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
|---------------------------------------------------------------------------------------------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |

| TO WHAT EXTENT DID THE PARTICIPANTS: | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
|----------------------------------------------------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 2. Describe methods used to the design research study? | 0-1 | 2-3 | 4-5 | 6 | |
| 3. Interpret the research data into information for decision-making? | 0-1 | 2-3 | 4-5 | 6 | |
| 4. Describe strategies and approaches for leading change? | 0-1 | 2-3 | 4-5 | 6 | |
| 5. Describe the nature of budgets? | 0-1 | 2-3 | 4-5 | 6 | |

| GENERAL | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | 0-1 | 2-3 | 4-5 | 6 | |

| | |
|---------------------------------------|--|
| PRESENTATION TOTAL POINTS (40) | |
| WRITTEN ENTRY (60) | |
| PRESENTATION (40) | |
| SUBTOTAL (100) | |
| LESS PENALTY POINTS | |
| TOTAL SCORE | |

JUDGE _____