

# State CDC Competitive Events Handbook

**March 24-26, 2019**

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**Missouri DECA**

**P.O. Box 480 • Jefferson City, MO 65102 Phone: (573) 522-6541**



Dear Competitive Events Directors:

On behalf of nearly 2,000 students that will complete in Missouri DECA competitive events program at this year’s State Career Development Conference, I thank you for your professionalism and willingness to help.

This step in the competitive events process provides the opportunity to:

* recognize our finalists from our 12 District Career Development Conferences; and
* provide another opportunity for our students to participate in our competitive events program to evaluate the level of skill and knowledge they have developed through classroom instruction, possibly an internship and the DECA experience. Our students will be evaluated by industry professionals according to performance indicators as they compete against selected finalists from across the state; and
* distinguish those Missouri DECA students who earn the honor to represent our state association at the International Career Development Conference.

As we work with future marketing, management and entrepreneurship students we want to make this a rewarding, positive educational experience for all.

Please review the following information about your competitive event. Your role is to manage your competitive event, while maintaining the integrity of our organization, students, advisors and judges. If you have any questions, please ask me or the Competitive Events Coordinator assigned to your category of events.

Blessings,

***Cindy Shannon***

Cindy Shannon State Advisor

2019 Organizational Chart

**Individual Series Coordinator** Nadine Freedline

**AAM**

**Event Director**

Eric Arseneau

**ASM**

**Event Director**

Denise Stafford

**BSM**

**Event Director**

Melissa Hanrahan

**FMS**

**Event Director**

Jennie Guttmann

**HLM**

**Event Director**

Carol Bolin

**BFS**

**Event Director**

Emily Ward

**Individual Series Coordinator** Jessica Wade

**MCS**

**Event Director** Ryan Lindsey

**QSRM**

**Event Director**

Michael Oliva

**RFSM**

**Event Director**

Jolene Wofford

**RMS**

**Event Director**

Julia Potter

**SEM**

**Event Director**

Nancy Pfeiffer

**HRM**

**Event Director**

Vallri Gaiser

**Mgmt. Team Decision Making Coordinator** Angie Wyatt

**BLTDM**

**Event Director**

Scott Miller

**BTDM**

**Event Director**

Susan Howard

**FTDM**

**Event Director**

Sherry Pfuhl

**HTDM**

**Event Director** Chris Van Camp

**MTDM**

**Event Director**

Kelly Rule

**STDM**

**Event Director**

Ronda MIddleton

**TTDM**

**Event Director**

Morgan Foga

**ENDM**

**Event Director**

Zach Kirk

**Events Coordinator**

Peggy Arnold

**CMP**

**Event Director**

Melissa Boren

**CSP**

**Event Director**

Emily Smith

**EPP**

**Event Director** Sharon Fohey Allen

**FLPP**

**Event Director**

Nancy Pfeiffer

**LEP**

**Event Director**

Kim Schrader

**PRP**

**Event Director**

Grant Jenkins

**HTPS**

**Event Director** Jennifer Remley

**PSE**

**Event Director**

Theresa Paolillo

**FCE**

**Event Director**

Larry Anders

**ACT**

**Event Director**

Katie Laurentius

**ENT**

**Event Director**

Katie Costa

**State Advisor**

Cindy Shannon

**Competitive Events Director**

Shelli Ray

**Tabulation**

Amanda Breznay,

Matt Magnuson, Matt McMillin, Nick Adkins

**Events Coordinator**

Becky Lehman

**IMCE**

**Event Director**

Steve Cross

**IMCP**

**Event Director** Scott Fuenfhausen

**IMCS**

**Event Director**

Renee Marshall

**PBM**

**Event Director** Angie Spitznagel

**PFN**

**Event Director**

Christine Ellis

**PHT**

**Event Director**

Trisha Bailey

**PMK**

**Event Director**

April Fiesler

**Entprenuerial & Mkt. Research Coord.**

Mike Freedline

Jill Fannin

**EIP**

**Event Director**

Doug McGhee

**EIB**

**Event Director**

Lindsey Perkins

**ESB**

**Event Director** Michelle Stortzum

**BOR**

**Event Director**

Lisa Beavers

**BMOR**

**Event Director** Bryce Bunton

**HOR**

**Event Director**

Megan Bruce

**SEOR**

**Event Director**

Rob Bock

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# General Information

## Staff Descriptions

**State Advisor** The State Advisor is responsible for the administration of all aspects of the competitive events operations prior to, during and after the State Career Development Conference.

**Competitive Events Director** The Competitive Events Director is responsible overall for the competitive event operations during the State Career Development Conference.

* Orients Competitive Events Coordinators
* Supervises logistics
* Consults with the State Advisor for final decision authority on questions related to competitive events

**Competitive Events Coordinator** The Competitive Events Coordinator is responsible for a group of competitive events, usually within the same category.

* Orients Event Directors
* Answers questions dealing with operation of competitive events
* Insures logistics are correct
* Collects results from Event Directors
* Insures that all materials are returned and events completed satisfactorily

#### Event Director

The Event Director is responsible for administering a specific competitive event.

* Meet judges at 10:30 in the judge orientation room and bring them to event location regardless if the event’s preparation is complete. We do not want judges waiting at orientation.
* Orients event assistants and judges to the specific events
* Briefs competitors on event
* Verifies competitors by event roster
* Organizes event logistics
* Returns all materials and score sheets to the Competitive Events Coordinator
* Supervises the operation of the event and the Event Assistants during the event

#### Event Assistant

The Event Assistant is responsible for administering the role-play activity and test.

* Assists Event Director with administration of exam; assigns Advisor to administer test in Westin.
* Assists judges with preparation for the event
* Monitors preparation and role-play time

##### Places labels on Scantron and rubric score sheets and separates them by section, if necessary

* After student has prepped for event, bring him/her to the judge. At that time, give the judge that student’s Scantron sheet and rubric. **Do NOT give the judge all the forms at the beginning of the competition.**
* Collects and processes rubric score sheets and Scantron sheets from judges, **ensuring there are no ties**

in their event prior to releasing the judge(s)

* Verifies the scores on the event scoring rubric matches the score on the Scantron sheet for each participant
* Collects the Judge Feedback forms and turns them in to the Event Director

**Tabulation Supervisors** The Tabulation Supervisors are responsible for the input and accuracy of all data into the competitive events tabulation software module.

* Operates Scantron machine
* Inputs exam scores and judge evaluations from score sheets into module and provides proofs to Competitive Events Coordinators
* Prepares results and prints awards scripts

## Overview of Competitive Events at the State CDC

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Number of Participants** | **Events/ Components** | **Length of Preparation** | **Length of Interview/ Presentation** | **Length of Written Entry** | **Sections** |
| **Principles of Business Administration Events** | | | | | | | |
| PBM PFN PHT PMK | Principles of Business Management and Admin Principles of Finance  Principles of Hospitality and Tourism Principles of Marketing | 1 | 1-Exam 2-Content Interview | 10min | 10 min | N/A | A, B |
| **Individual Series Events** | | | | | | | |
| AAM  ACT  ASM BSM BFS ENT FMS HLM HRM MCS QSRM RFSM RMS SEM | Apparel and Accessories Marketing  Accounting Applications  Automotive Services Marketing Business Services Marketing Business Finance Entrepreneurship  Food Marketing  Hotel and Lodging Management Human Resources Management Marketing Communications  Quick Serve Restaurant Management Restaurant and Food Service Management Retail Merchandising  Sports and Entertainment Marketing | 1 | 1-Exam  2-Role Play 3-Role Play | 10 min | 10 min | N/A | A, B, C |
| **Team Decision Making Events** | | | | | | | |
| BLMD BTDM ETDM FTDM HTDM MTDM STDM TTDM | Business Law and Ethics TDM Buying and Merchandising TDM Entrepreneurship  Financial Services TDM Hospitality Services TDM Marketing Management TDM  Sports and Entertainment Marketing TDM Travel and Tourism Marketing TDM | 2 | 1-Exam  2-Case Study | 30 min | 15 min | N/A | A, B |
| **Business Operations Research Events** | | | | | | | |
| BOR HOR BMOR SEOR | Business Services Operations RE Hospitality and Tourism Operations RE Buying and Merchandising Operations RE  Sports and Entertainment Marketing Operations RE | 1-2 | 1-Written  2-Presentation | None | 15 min | 20 pages | A |
| **Chapter Team Events** | | | | | | | |
| CSP CMP EPP FLPP LEP PRP | Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Learn and Earn Project  Public Relations Project | 1-2 | 1-Written  2-Presentation | None | 15 min | 20 pages | A  or A, B |
| **Entrepreneurship Events** | | | | | | | |
| EIB | Independent Business Plan | 1-2 | 1-Written  2-Presentation | None | 15 min | 20 pages | A |
| EIP | Innovation Plan | 1-2 | 1-Written  2-Presentation | None | 15 min | 10 pages | A |
|  | | | | | | | |
| ESB | Start-Up Business Plan | 1-2 | 1-Written  2-Presentation | None | 15 min | 10 pages | A |
| **Integrated Marketing Campaign Events** | | | | | | | |
| IMCE IMCP IMCS | Integrated Marketing Campaign - Event  Integrated Marketing Campaign - Product  Integrated Marketing Campaign – Service | 1-2 | 1-Exam  2-Presentation | None | 15 min | 10 pages | A, B |
| **Professional Selling Events** | | | | | | | |
| FCE PSE HTPS | Financial Consulting Event Professional Selling Event  Hospitality & Tourism Professional Selling Event | 1 | 1-Exam  2-Presentation | None | 15 min | N/A | A, B |

* **No materials other than the participant’s copy of the entry may be referred to.**
* **Participants in Principles of Bus. Adm., Individual Series and Team Decision Making events cannot bring any outside information or materials to the prep or interview. They can only use the provided paper, pencil or pen and calculator.**
* **Materials appropriate for the situation may be handed to or left with the judge. Items of monetary value may be handed to but not left with the judge. Students may not have any food or drink.**
* **Participants in all other events may only bring approved visual aids as described in the DECA Guide.** *v.*

## Competitive Events Timeline

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Time** | **Individual Series** | **Team Decision Making** | **Principles of Business Administration** | **Marketing Representative; Professional Selling** | **Business Management and Entrepreneurship; Business Operations Research; Chapter Team** |
| 7:30 | Competitive Events Director meets with Competitive Events Coordinators *Sheraton - Benton* | | | | |
| 8:00 | Competitive Events Coordinators meet with Event Directors  *Sheraton - Benton* | Competitive Events Coordinators meet with Event Directors *Sheraton - Benton* | Competitive Events Directors and Assistants – *Sheraton - Benton* | Competitive Events Directors and Assistants *Sheraton - Benton* |  |
| 8:15 | Event Director meets with Event Assistants – Testing Locations | Competitive Events Director meets with Assistants *Sheraton - Benton* |
| 9:15 | Registration and Testing | Registration and Testing | Registration and Testing | Registration and Testing | Competitive Events Directors Meeting –  *Sheraton - Benton*  Judges Orientation and continental breakfast  Sheraton - Empire |
| 10:00 | Judge Orientation and brunch Sheraton - Empire | Judge Orientation and Sheraton - Empire | Judge Orientation and Sheraton - Empire | Judge Orientation and Sheraton - Empire |
| 10:30 | Event Directors pick up and orient judges.  Judges MUST be picked up no later than 10:30. | Event Directors pick up and orient judges.  Judges MUST be picked up no later than 10:30. | Event Directors pick up and orient judges. Judges MUST be picked up no later than 10:30. | Event Directors pick up and orient judges.  Judges MUST be picked up no later than 10:30. | Event Directors pick up and orient judges.  Judges MUST be picked up no later than 10:30. |
| 11:00 | 11:00 – Prep Begins 11:10 – Interviews Begin | 11:00 – Prep Begins 11:30 – Interviews Begin | 11:00 – Prep Begins 11:10 – Interviews Begin | Interviews Begin | Interviews Begin |

*v.*

## Competitive Events Locations

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Competitive Event Director(s)** | | | | | | |
| **Principles of Business Administration Events Becky Lehman** | | | | | | |
| **EVENT** | **TEST** | **PREP 1** | **JUDGE 1** |  |  |  |
| PBM | Westin - Liberty | Sheraton - Chouteau | Sheraton - Chouteau |  |  |  |
| PFN | Westin - Liberty | Sheraton - Chouteau | Sheraton - Chouteau |  |  |  |
| PHT | Westin - Liberty | Sheraton - Chouteau | Sheraton - Chouteau |  |  |  |
| PMK | Westin - Liberty | Sheraton - Chouteau | Sheraton - Chouteau |  |  |  |
| **Individual Series Jessica Wade and Nadine Freedline** | | | | | | |
| **EVENT** | **TEST** | **PREP 1** | **JUDGE 1** | **PREP 2** | **JUDGE 2** |  |
| AAM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| ASM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| BFS | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| BSM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| FMS | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| HLM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| HRM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| MCS | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| QSRM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| RFSM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| RMS | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| SEM | Westin-Century A&B | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom | Sheraton- Grand Ballroom |  |
| **Team Decision Making Dede Moore** | | | | | | |
| **EVENT** | **TEST** | **PREP** | **JUDGE A** |  | **JUDGE B** |  |
| BLMD | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| BTDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| ETDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| FTDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| HTDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| MTDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| STDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| TTDM | Westin-Century C | Sheraton- Gillam Hall | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| **Marketing Representative Events Becky Lehman** | | | | | | |
| **EVENT** | **TEST** |  | **JUDGE A** |  | **JUDGE B** |  |
| ADC | Westin-Pershing W&E |  | Sheraton – |  | Sheraton – |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Gillam Hall |  | Gillam Hall |  |
| FMP | Westin-Pershing N&S |  | Sheraton – Gillam Hall |  | Sheraton – Gillam Hall |  |
| SEPP | Westin-Pershing N&S |  | Sheraton – Gillam Hall |  | Sheraton – Gillam Hall |  |
| **Chapter Team Events Peggy Arnold** | | | | | | |
| **EVENT** |  |  | **JUDGE A** |  | **JUDGE B** |  |
| CSP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| CMP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| EPP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| FLPP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| LEP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| PRP |  |  | Exhibit Hall |  | Exhibit Hall |  |
| **Business Entrepreneurship Events David Jordan and Mike Freedline** | | | | | | |
| **EVENT** |  |  | **JUDGE A** |  | **JUDGE B** |  |
| ESB |  |  | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| EIB |  |  | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| EIP |  |  | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| EBG |  |  | Sheraton- Gillam Hall |  | Sheraton- Gillam Hall |  |
| **Business Operations Research Events David Jordan and Mike Freedline** | | | | | | |
| **EVENT** |  |  | **JUDGE A** |  | **JUDGE B** |  |
| BOR |  |  | Exhibit Hall |  | Exhibit Hall |  |
| HOR |  |  | Exhibit Hall |  | Exhibit Hall |  |
| BMOR |  |  | Exhibit Hall |  | Exhibit Hall |  |
| SEOR |  |  | Exhibit Hall |  | Exhibit Hall |  |
| **Professional Selling Events Peggy Arnold** | | | | | | |
| **EVENT** | **TEST** |  | **JUDGE A** |  | **JUDGE B** |  |
| FCE | Westin-Shawnee Mission |  | Gillam Hall |  | Gillam Hall |  |
| PSE | Westin-Shawnee Mission |  | Gillam Hall |  | Gillam Hall |  |
| HTPS | Westin-Shawnee Mission |  | Gillam Hall |  | Gillam Hall |  |

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**2019 MISSOURI DECA CHAPTERS ALPHABETICAL BY CHAPTER**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Affton HS | 9 | Gainesville HS | 11 | Neosho HS | 10 | Saline County CC | 4 |
| Battle HS | 2 | Gateway HS | 8 | Nevada Regional Tech | 10 | Sarcoxie HS | 10 |
| Bayless HS | 9 | Grandview HS | 3 | Nichols CC | 5 | Savannah HS | 1 |
| Belton HS | 3 | Hancock Sr HS | 9 | Normandy HS | 7 | School Of The Osage | 5 |
| Blue Springs HS | 3 | Hannibal CTC | 2 | North Kansas City HS | 1 | Scotland County HS | 2 |
| Blue Springs South HS | 3 | Hazelwood Central HS | 7 | Northwest HS | 9 | Scott Regional Tech Center | 10 |
| Bolivar HS | 11 | Hazelwood East HS | 7 | Oakville HS | 4 | Seckman Sr HS | 9 |
| Boonslick CTC | 2 | Hazelwood West HS | 7 | Odessa HS | 1 | Seymour HS | 11 |
| Branson HS | 11 | Hermann HS | 5 | Orchard Farm HS | 9 | Sikeston CTC | 12 |
| California HS | 5 | Hickman HS (Columbia) | 2 | Owensville HS | 4 | Smith Cotton HS | 4 |
| Camdenton HS | 5 | Jennings HS | 7 | Ozark HS | 7 | Smithville HS | 1 |
| Cameron HS | 1 | KC Northeast HS | 3 | Ozark Mountain Tech Center | 5 | Springfield Central HS | 11 |
| Cape Girardeau CTC | 12 | KC Van Horn HS | 3 | Pacific HS | 11 | Springfield Glendale HS | 11 |
| Carrollton Area CC | 4 | Kearney HS | 1 | Park Hill HS | 11 | Springfield Hillcrest HS | 11 |
| Caruthersville HS | 12 | Kennett CTC | 12 | Park Hill South HS | 8 | Springfield Kickapoo HS | 11 |
| Cass CC | 4 | Kirkwood HS | 9 | Park Hills Central HS | 1 | Springfield Parkview HS | 11 |
| Center Sr HS | 3 | Ladue Horton-Watkins HS | 8 | Parkway Central HS | 1 | St. Charles HS | 7 |
| Clayton HS | 8 | Lamar Area Voc-Tech | 10 | Parkway North HS | 12 | St. Charles West HS | 7 |
| Clinton Technical School | 4 | Lee's Summit North HS | 3 | Parkway South HS | 8 | St. Clair HS | 8 |
| Desoto HS | 9 | Lee's Summit Sr HS | 3 | Parkway West HS | 8 | St. Joseph Benton HS | 1 |
| Dexter HS | 12 | Lee's Summit West HS | 3 | Pattonville HS | 8 | St. Joseph Central HS | 1 |
| Diamond HS | 10 | Leeton HS | 4 | Perryville Area CTC | 8 | St. Joseph Lafayette HS | 1 |
| East Newton | 10 |  |  | Platte County HS | 7 | Staley HS | 1 |
| El Dorado Springs HS | 10 | Liberty HS | 1 | Pleasant Hill HS | 12 | Sullivan HS | 8 |
| Eureka HS | 9 | Liberty North HS | 1 | Poplar Bluff HS | 1 | Tipton HS | 5 |
|  |  | Lindbergh HS | 9 | Putnam County HS | 4 | Troy Buchanan HS | 6 |
| Fort Osage CTC | 4 | Logan-Rogersville HS | 11 | Raymore-Peculiar HS | 12 | Truman HS | 3 |
| Fort Osage Independence | 4 | McCluer HS | 7 | Raytown HS | 2 | Union HS | 6 |
| Fort Zumwalt East HS | 6 | McCluer North HS | 7 | Raytown South HS | 3 | University City HS | 8 |
| Fort Zumwalt North HS | 6 | McCluer South-Berkeley HS | 7 | Republic HS | 3 | Warrensburg Area CC | 4 |
| Fort Zumwalt South HS | 6 | McDonald County HS | 10 | Ritenour HS | 3 | Warrenton HS | 6 |
| Fort Zumwalt West HS | 6 | Mehlville HS | 9 | Riverview Gardens HS | 11 | Waynesville CC | 5 |
| Four Rivers CC | 6 | Mexico CC | 2 | Rock Bridge HS | 7 | Webb City HS | 10 |
| Fox Sr HS | 9 | Moberly Area Tech Center | 2 | Rockwood Lafayette HS | 7 | Webster Groves HS | 9 |
| Francis Howell Central HS | 6 | Montgomery County HS | 2 | Rockwood Summit HS | 2 | Wentzville Holt HS | 6 |
| Francis Howell HS | 6 |  |  | Rolla Technical Institute | 9 | Wentzville Liberty HS | 6 |
| Francis Howell North HS | 6 | Morgan County R-II HS | 5 | Roosevelt HS | 9 | Wentzville Timberland | 6 |
| Franklin Technology Center | 10 |  | |  |  | Willard HS | 11 |
| Fredericktown HS | 12 |  | | | 8 | William Chrisman HS | 3 |
|  |  | 3 | Winfield HS | 6 |
|  | | | | | | Winnetonka HS | 1 |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



# Principles of Business Administration Events

## Event Director Material Checklist

### Principles of Business Administration Events

#### Principles of Business Administration Event Boxes – One for Exam, One for Role Plays

##### Students

* + Written Exams
  + Scantron sheets for Exam
* Student Content Interview (Event)
* Student Schedules
* Pencils
* Scrap Paper

##### Judges

* Content Interview (Copy of Event in folder)
* Content Interview Evaluation Scantron
* DECA Guide Instructions
* Thank You Note (in folder)

##### Event Assistants

* Content Interview Scantron sheet
* Event Time Schedules
* Schematic of Room Layout
* Event Assistant Instructions
* Student Orientation Outline

##### Envelopes

* Master Envelope
* Completed Exam Scantron sheets
* Completed Judge Scantron sheets

24 for each event 24 for each event

15 for each event

1 per student

24 in each event

##### 50 sheets

1

1 per student

1

1

24 in each event

4 copies - onsite

1

1

1

1

1

1 per event

#### Event Director Folder

* Conference Program
* Event Director Instructions
* Student Roster \*
* Event Detail
* Advisor Assignments Master Copy
* Timesheet for Content Interview Check In \*
* Schematic of Room Layout
* Table Tents
* Event Director Check Out List

1 copy added onsite

1

1 copy added onsite

1

1

2 copy added onsite

1

1 per event

1

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above

## Event Director Material Checklist

### Principles of Business Administration Events

#### General Information

1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
2. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
3. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Competitive Events Coordinator.
4. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
5. Remind students not to share competitive event information. Collect all scratch paper.
6. Be encouraging, supporting and help students do their best.
7. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
8. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
9. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
10. **Do not change the room set.** Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
11. Remember the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.

##### It is important that we stay on or ahead of schedule.

1. Your hard work and suggestions for better operation of this event are greatly appreciated.

#### Judges

1. The Event Director should check in at Sheraton - Empire no later than 10:30 a.m. to connect with the event judges. Take the judges to the event location.
2. Work with the judges for each component to ensure they understand the process. Review the day’s objectives with the judges. Make sure they fully understand the performance indicators, event schedule and process and what is expected of them. Please have judges score in pencil and instruct them that **they should not give ties.** The judges will complete the rubric score sheet, **adding comments which will help the student improve their presentation and** then transfer the scores for each performance indicator to the Scantron sheet. The score sheets should reflect ranking of students and their ranking counts towards a third of the student’s performance. You may instruct them to wait until after their last competitor to transfer scores to the Scantron sheet as they may adjust their scores throughout the day.
3. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
4. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
5. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.

#### Tabulation

1. Immediately following the test, the Event Director should take the completed Scantron sheets to **Terrace II** for scoring. **Event assistants** should place the labels on both the role play Scantron sheets and the rubric score sheets during the testing period. They should also be divided by section as necessary.
2. Event Assistants please verify the scores by doing the following:

##### Rubric Score Sheet

Ensure a score for each Performance Indicator is either circled and/or written under the “Judged Score” column. It is ideal for the score to be both circled and written. If the written score and the circled score do not match, give the Rubric Score Sheet back to the judge to correct. If the judge is unavailable, use the written score as the student’s score for that Performance Indicator. Verify that the “TOTAL SCORE” recorded is correct.

##### Scantron Sheet

Ensure the bubbles are filled in completely. Make sure the number bubbled in matches the score for that specific number (Performance Indicator) on the Rubric Score Sheet.

1. Event Directors should turn in **all materials** to the Competitive Events Coordinator in **Sheraton-Benton** when the event is completed. **You must stay until you have been cleared.** Please group the judge Scantron sheets by component and section using the envelopes. ***For the rubric scoring sheets, please have event assistants* group them by district *and place them in the provided envelope.*** All other materials (role plays, exams, scrap paper, pencils, extra Scantron sheets) should be put in the event box. **No materials should be kept by anyone. The materials are copyrighted by National DECA and they consider this a serious matter to ensure the integrity of the competitive events program.**
2. When all materials have been submitted and your Competitive Events Coordinator has released you, you are free to leave.

## Student Orientation Outline

### Principles of Business Administration Events

1. There will be two activities for this event. The first is a 100-question exam, which you will have 60 minutes to complete. You may use a calculator, but not a cell phone or PDA. Please turn off any outside communication devices at this time. There will be a content interview in addition to the exam.
2. When you turn in your exam, you remember your case study check-in time. You must provide photo identification for all components of today’s events when you turn in your exam and when you check in at your case study. An electronic copy of your I.D. will also be accepted.
3. You are in one of two sections – A or B. When you participate in your content interview, you must see the judge in the section you are assigned to. Please help us make sure you see the right judge. The letter of your section is on your name tag.
4. You may take nothing but a pen or pencil, watch and calculator into the case study preparation. You may not take cell phones, PDAs, markers, cardstock or computers into the interview. Scratch paper which you will leave with the advisor running the event will be provided. You may take notes on the scratch paper and use those during the case study. **Materials handed to the judge must be created using the materials provided during the designated preparation period.**
5. No debriefing sessions will take place on-site.
6. We will now proceed with the exam. On the Scantron sheet, be sure to use #2 pencil. Verify your name, school, event and section on the form. Also darken the bubble for your **ID Number that is on the label on the Scantron**.
7. Are there any questions?
8. Have fun and do your best!

## Event Director Check Out List

### Principles of Business Administration Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

\_ All exams collected.

\_ All case studies collected (students and judges)

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All rubric score sheets from judges collected

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All judge Scantron sheets grouped by section placed in Scantron envelope

\_ All judge rubric score forms grouped by section **in alphabetical order by chapter** and placed in rubric score sheet envelope

\_ All exam Scantron sheets in exam envelope

\_ All form envelopes (rubric, exam and case study event) in master event envelope

\_ \_ Event Director Signature Competitive Events Coordinator Signature

Becky Lehman



# Individual Series Events

## Event Director Material Checklist

### Individual Series Events

#### Individual Series Event Boxes – 1 Box for TESTING, 1 Box for Role Plays

##### Students

* + Written Exams (Event 1)
  + Scantron sheets for Exam
* Student Role Play (Event 2 and 3)
* Student Schedules
* Pencils
* Scrap Paper

##### Judges

* Role Play (Entire event packet in folder)
* Role Play Evaluation Scantron
* DECA Guide Instructions
* Thank You Note (in folder)

##### Event Assistants

* Role Play Scantron sheets
* Event Time Schedules
* Event Assistant Instructions
* Student Orientation Outline
* Schematic of Room Layout

40 **(1 per student)**

40 (1 per student)

20 per student x 2 events 1 per student--onsite

##### 39 (1 per student)

3 per component x 2 events

3 per component x 2 events

40 (1 per student) x 2 events

3 copies—onsite

1

1

1

##### Envelopes

* Master Envelope 1
* Completed Exam Scantron 1
* Completed Judge Scantron sheets

6 (1 per section per event)

[Event Director Folder](#_TOC_250002)

* Conference Program 1-onsite
* [Event Director Instructions 1](#_TOC_250001)
* Student Roster \* 1-onsite
* Role Play (Entire event packet RP1, RP2, Judge role)
* Advisor Assignments Master Copy 1
* Timesheet for Role Play Check In \* 6
* Schematic of Room Layout 1
* Table Tents
* Event Director Check Out List

8 per section per event

1

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above – figures assume full capacity of entries

## Event Director Instructions

### Individual Series Events

#### Orientation of Event Assistants

1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
2. Meet with your Event Assistants at 8:15 a.m. in Sheraton - Benton.
3. Assign Event Assistants to administer the exam, set up the prep area and set up the interview area. **Do not change the room set.** Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
4. **Event assistants** should place the labels on both the role play Scantron sheets and the rubric score sheets during the testing period. They should also be divided by section as necessary.
5. Review events with Event Assistants using the Event Assistant Instructions. Explain the importance of keeping students in the correct section for all components of the event. Students prep and interview in **waves of 3** – they start and finish prep and go to the judge at the same time. **Scantron sheets and rubric scoring sheets are given directly to the judges – do not send them with students.**
6. If Event Assistants believe there are any infractions of the competitive events guidelines, they should report them immediately to you and you will report them to your Competitive Events Coordinator.
7. Explain the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.
8. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.

#### Judges

1. The Event Director should check in HK’s no later than 10:30 a.m. to connect with the event judges. Individual Series events will have six judges (two components, three sections). Take the judges to the event location.
2. Have your Event Assistants work with the judges for each component to ensure they understand the process. Review the day’s objectives with the judges. Make sure they fully understand the performance indicators, the event schedule and process and what is expected of them. Please have judges score in pencil and **they should not give ties.** The judges will complete the rubric score sheet, **adding their comments which will help the student improve their presentation and** then transfer the scores for each performance indicator to the Scantron sheet. The score sheets should reflect ranking of students and their ranking counts towards a third of the student’s performance. You may instruct them to wait until after their last competitor to transfer scores to the Scantron sheet as they may adjust their scores throughout the day.
3. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
4. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
5. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.

#### Tabulation

1. Immediately following the test, the Event Director or Event Assistant should take the completed Scantron sheets to **Sheraton - Benton** for scoring.
2. Event Assistants please verify the scores by doing the following:

##### Rubric Score Sheet

Ensure a score for each Performance Indicator is either circled and/or written under the “Judged Score” column. It is ideal for the score to be both circled and written. If the written score and the circled score do not match, give the Rubric Score Sheet back to the judge to correct. If the judge is unavailable, use the written score as the student’s score for that Performance Indicator. Verify that the “TOTAL SCORE” recorded is correct.

##### Scantron Sheet

Ensure the bubbles are filled in completely. Make sure the number bubbled in matches the score for that specific number (Performance Indicator) on the Rubric Score Sheet.

1. Scantron sheets and rubric score sheets should be kept **separate by role play** and turned in at headquarters with the remainder of your event items. See each envelope for each separate event.
2. Event Directors should turn in **all materials** to the Competitive Events Coordinator in **Sheraton - Benton** when the event is completed. **You must stay until you have been cleared.** Please group the judge Scantron sheets by component and section using the envelopes. ***For the rubric scoring sheets, please have event assistants* group them by district *and place them in the provided envelope.*** All other materials (role plays, exams, scrap paper, pencils, extra Scantron sheets) should be put in the event box. **No materials should be kept by anyone. The materials are copyrighted by National DECA and they consider this a serious matter to ensure the integrity of the competitive events program.**

5. When all materials have been submitted and your Competitive Events Coordinator has released you, you are free to leave.

## Event Assistant Instructions

### Individual Series Events

#### General Information

1. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
2. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Event Director.
3. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
4. Remind students not to share competitive event information. **Collect all scratch paper**.
5. Be encouraging, supporting and help students do their best.
6. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
7. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
8. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
9. Do not change the arrangement of tables in the rooms.

##### It is important that we stay on or ahead of schedule.

1. Your hard work and suggestions for better operation of this event are greatly appreciated.

#### Registration and Testing

1. Greet the students as they enter the room. Check for violations of dress code. If you think there is a violation, consult with the Event Director who will consult with the Competitive Events Coordinator, or send the student back to correct the problem. Advise the student of proper attire, which is included in the conference program. Do not disqualify a student.
2. Check the Event Roster. Make sure students are in the correct event. The Event Director should report any discrepancies to the Competitive Events Coordinator immediately and follow up on any missing students.
3. Orient the students using the Student Orientation Guidelines.
4. Monitor students during testing.
5. During the testing time, place the labels on the role play Scantron sheets and the rubric score sheets and separate them into the correction sections as necessary.
6. As students finish the exam, you should
   1. Collect the test, pencil and scratch paper.
   2. Collect and check the student’s Scantron to ensure it is completed properly.
   3. Verify the student has darkened in the **ID Number.**
   4. Verify the student’s identity by reviewing the student’s photo identification. An electronic copy of the ID on a device is also acceptable.
      * **What do you do if a student does not have a photo ID?** Respectfully ask the student to locate his/her chapter advisor and proceed to Terrace II. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form in lieu of a photo ID.
   5. Provide the student with his/her individual student role play schedule.
7. Collect and sort all materials and give them to the Event Director.

#### Role Play Judging

1. Set up the role play prep and judge area using the appropriate table tents.
2. Prepare judge materials for their arrival. Place the participant labels on the two sets of role play Scantron sheets and the rubric score sheets. Sort them according to sections and events. Each judge should have a complete copy of the role play and evaluation form. Do not give the judge a roster or schedule.
3. Orient the judges with the specific role play event and run through the event.
   1. Ensure they have a solid understanding of the event schedule and process and what is expected of them.
   2. Ensure they have solid understanding of the performance indicators, what constitutes a good performance and the evaluation form.
   3. Please have judges score in pencil and they should **not give ties**.
   4. The judge will complete the rubric score sheet, **adding comments which will help the student improve their presentation and** then transfer the scores for each performance indicator to the Scantron sheet. The score sheets should reflect ranking of students and their ranking counts towards a third of the student’s performance.
   5. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.

The Event Assistant responsibilities during the role play judging are as follows:

1. Check-In Table Assistant
   1. Check for appropriate dress, photo identification and mark attendance. An electronic copy of the ID on a device is also acceptable.

**What do you do if a student doesn’t have a photo ID?** Treat the student like you would for a student with an ID, but the student will need to locate his/her chapter advisor and proceed to Sheraton-Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form at all other event components in lieu of a photo ID.

1. Escort students to holding area and organize students by time slot, component and section.
2. Assist Tabulation Assistant.
3. Escort to Prep Area and serve as official timer
   1. Ensure role play materials are face down.
   2. Organize participants by time slot, component and section.
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
   4. Ensure the students leave the role play on the prep table without any markings.
   5. Keep the pipeline of students preparing at the optimal level – not too few so that the judges have to wait, but not so many that some students receive excess preparation time.
4. Escort to Judges and serve as official timer
   1. Verify the student’s name on the Scantron sheet.
   2. Escort students to appropriate judge and give the judge the correct rubric score sheet and Scantron sheets and rubric score sheet with the student’s name on the labels. **It is imperative that students in Section A see the Section A judges, in Section B see the Section B judges and in Section C see the Section C judges. There must be no switching between sections.**
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
   4. Notify students and judge when interview time has elapsed.
   5. Collect any scratch paper or notes as the students exit.
   6. Debriefing Judge Comment forms will be given to all advisors instead of a debriefing session this year.
5. Tabulation Assistant
   1. Collect exam Scantron sheets from students and place in Exam Envelope for tabulation

##### Verify math on judge rubric score sheets and Scantron sheets to ensure they match and have been added correctly.

* 1. Ensure that there are no ties in the judge evaluation forms per judge.
  2. Organize rubric score sheets into alphabetical order **by chapter name.** Scantron sheets forms organized by sections as necessary. Place in appropriate envelopes provided.
  3. Assist Check-In Table Assistant

## Student Orientation Outline

### Individual Series Events

1. There will be three activities for this event. The first is a 100-question exam, which you will have 60 minutes to complete. You may use a calculator, but not a cell phone or PDA. Please turn off any outside communication devices at this time.
2. When you turn in your exam, you will receive a schedule card for the two role plays. You must provide photo identification for all components of today’s events when you turn in your exam and when you check in at your role plays. An electronic copy of your ID will be accepted. If you do not have a photo ID, see me following your exam.
3. You are in one of three sections – A, B, or C. When you participate in your role play, you must see the judge in the section you are assigned to. Please help us make sure you see the right judge. The letter of your section is on your name tag.
4. You may take nothing but a pen or pencil, watch and calculator into the role play preparation. You may not take cell phones, PDAs, markers, cardstock or computers into the interview. Scratch paper which you will leave with the advisor running the event will be provided. You may take notes on the scratch paper and use those during the role play. **Materials handed to the judge must be created using the materials provided during the designated preparation period.**
5. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.
6. We will now proceed with the exam. On the Scantron sheet, be sure to use #2 pencil. Verify your name, school, event and section on the form. Also darken the bubble for your **ID Number that is on the label on the Scantron**.
7. Are there any questions?
8. Have fun and do your best!

## Event Director Check Out List

### Individual Series Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

\_ All exams collected.

\_ All role plays collected (students and judges)

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All rubric score sheets from judges collected

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All judge Scantron sheets grouped by section and placed in Scantron envelope (6)

\_ All judge rubric score forms grouped by section in alphabetical order by chapter and placed in rubric score sheet envelope (6)

\_ All exam Scantron sheets in envelope (3)

\_ All form envelopes (rubric, exam and role play events) in master event envelope

\_

Event Director Signature

Competitive Events Coordinator Signature Jessica Wade or Nadine Freedline



# Team Decision Making Events

## Event Director Material Checklist

### Team Decision Making Events

#### Team Decision Making Event Box – 2 Boxes – 1 Exam Box – 1 Role Play Box

##### Students

* 1. Written Exams
  2. Scantron sheets for Exam

1. Event Time Schedules
2. Pencils
3. Scrap paper

60 (1 per student)

60 (1 per student)

3 copies

60

|  |  |  |  |
| --- | --- | --- | --- |
| **Judges** |  | | |
|  |  | | |
|  | Case Study | | 2 |
|  | Case Study Evaluation Form | | 2 |
|  | |
|  |  | |  |

##### Event Assistants

* Case Study Scantron sheet 28 (1 per team)
* Event Time Schedules 3 copies - onsite

##### Envelopes

|  |  |
| --- | --- |
| * Master Envelope | 1 |
| * Completed Exam Scantron sheets | 1 (in exam bin) |
| * Completed Judge Scantron sheets | 1 per section (2) |
|  |  |

**Event Director Folder**

|  |  |
| --- | --- |
| * Conference Program | 1 onsite |
| * Event Director Instructions | 1 |
| * Student Orientation Outline | 1 |
| * Student Roster \* | 2 onsite |
| * Event Detail | 1 |
| * Advisor Assignments Master Copy | 1 by event |
| * Timesheet for Case Study Check In \* | 2 |
| * Schematic of Room Layouts | 2 |
| * Table Tents | 6 |
| * Event Director Check Out List | 1 |

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above – figures assume full capacity of entries

\*\*\*\* Schedules for each section A, B, C should all begin at the same time slots to ensure the flow keeps going between the sections. Example: Sec. A – 10:30, 10:45, 11:00 and Sec. B – 10:30, 10:45, 11:00

## Event Director Instructions

### Team Decision Making Events

#### General Information

* 1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
  2. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
  3. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Competitive Events Coordinator.
  4. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
  5. Remind students not to share competitive event information. Collect all scratch paper.
  6. Be encouraging, supporting and help students do their best.
  7. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
  8. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
  9. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
  10. **Do not change the room set.** Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
  11. Remember the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.

##### It is important that we stay on or ahead of schedule.

* 1. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.
  2. Your hard work and suggestions for better operation of this event are greatly appreciated.

#### Registration and Testing

1. Greet the students as they enter the room. Check for violations of dress code. If you think there is a violation, consult with the Competitive Events Coordinator, or send the student back to correct the problem. Advise the student of proper attire, which is included in the conference program. Do not disqualify a student.
2. Check the Event Roster. Make sure students are in the correct event. Report any discrepancies to the Competitive Events Coordinator immediately and follow up on any missing students.
3. Orient the students using the Student Orientation Guidelines.
4. Monitor students during testing.

##### Place labels on case study Scantron sheets and rubric score sheets and divide into correct sections as necessary during the testing period.

1. As students finish the exam, you should
   1. Collect the test, pencil and scratch paper.
   2. Collect and check the student’s Scantron to ensure it is completed properly.
   3. Verify the student has bubbled their **ID Number**
   4. Verify the student’s identity by reviewing the student’s photo identification. An electronic copy of the ID on a device is also acceptable.
      * **What do you do if a student does not have a photo ID?** Respectfully ask the student to locate his/her chapter advisor and proceed to Sheraton - Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form in lieu of a photo ID.
2. Immediately following the test, the Event Director should take the completed Scantron sheets to

**Sheraton - Benton** for scoring.

1. Collect and sort all materials to turn into your Competitive Events Coordinator.

#### Judges

1. Set up the case study prep and judge area using the appropriate table tents.
2. Prepare judge materials for their arrival. Ensure case study Scantron sheets and rubric score sheets are labeled and sorted into correct sections. Each judge should have a complete copy of the case study and an evaluation form. Do not give the judge a roster or schedule.
3. The Event Director should check in Sheraton - Empire no later than 10:30 a.m. to connect with the event judges. Team Decision Making events will have two judges (one for each section). Take the judges to the event location.
4. Orient the judges with the specific case study event.
   1. Ensure they have a solid understanding of the event schedule and process and what is expected of them.
   2. Ensure they have solid understanding of the performance indicators, what constitutes a good performance and the evaluation form.
   3. Please have judges score in pencil and **they should not give ties.** You may instruct them to wait until after their last competitor to transfer scores to the Scantron sheet as they may adjust their scores throughout the day.
   4. The rubric score sheet totals transferred to the Scantron sheets should reflect ranking of students and their ranking counts towards a half of the student’s performance.
   5. Encourage the judges to write constructive notes on the rubric score sheet to help the students improve their performance.
5. Work with the judges for each component to ensure they understand the process.
6. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
7. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.
8. Thank the judges for their time and effort. Let them know that an evaluation form will be sent via e-mail.

**Case Study Judging** The Competitive Events Coordinator for the Team Decision Making Events will work closely with all Event Directors to collaboratively manage the operation of these events.

Remember the importance of keeping students in the **correct section** for all components of the event. Students prep and interview in **waves** – they start and finish prep and go to the judge at the same time. **Rubric score sheets and Scantron sheets are given directly to the judges – do not send them with students.**

The Event Directors will divide the following responsibilities among themselves during the case study judging:

1. Check-In Table Assistant
   1. Check for appropriate dress, photo identification and mark attendance. An electronic copy of the ID on a device is also acceptable.

**What do you do if a student doesn’t have a photo ID?** Treat the student like you would for a student with an ID, but the student will need to locate his/her chapter advisor and proceed to Sheraton - Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form at all other event components in lieu of a photo ID.

* 1. Escort students to holding area and organize students by time slot, component and section.
  2. Assist Tabulation Assistants.

1. Escort to Prep Area and serve as official timer (2 – 1 per each time slot)
   1. Ensure role play materials are face down.
   2. Organize participants by time slot, component and section.
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
   4. Ensure the students leave the case study on the prep table without any markings.
2. Escort to Judges and serve as official timer (2 – 1 per each section)
   1. Verify the students’ names on the label of the Scantron sheets.
   2. Escort students to appropriate judge and give the judge the correct Scantron sheet and rubric score sheet with the students’ names on the label. **It is imperative that students in Section A see the Section A judges and in Section B see the Section B judges. There must be no switching between sections.**
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
   4. Notify the students and judge when interview time has elapsed.
   5. Collect any scratch paper or notes as the students exit.
3. Tabulation Assistants

##### Verify math on judge rubric score sheets and Scantron sheets to ensure they match and have been added correctly.

* 1. Ensure that there are no ties in the judge Scantron sheets per judge.
  2. Organize rubric score sheets and Scantron sheets **into alphabetical order by chapter name.**
  3. Place in appropriate envelopes provided.
  4. Assist Check-In Table Assistant

#### Tabulation

1. Event Directors should use calculators to **verify the math** on each judge evaluation form.
2. Please group the judge Scantron sheets by component and section using the envelopes. ***For the rubric scoring sheets, please have event assistants alphabetize them by school and place them in the provided envelope.*** All other materials (role plays, exams, scrap paper, pencils, extra Scantron sheets) should be put in the event box. **No materials should be kept by anyone. The materials are copyrighted by National DECA and they consider this a serious matter to ensure the integrity of the competitive events program.**
3. Event Directors should turn in **all materials** to the Competitive Events Coordinator in Sheraton - Benton

when the event is completed. **You must stay until you have been cleared.**

## Student Orientation Outline

### Team Decision Making Events

* 1. There will be two activities for this event. The first is a 100-question exam, which you will have 60 minutes to complete. You may use a calculator, but not a cell phone or PDA. Please turn off any outside communication devices at this time. There will be a case study in addition to the exam.

1. When you turn in your exam, you remember your case study check-in time. You must provide photo identification for all components of today’s events when you turn in your exam and when you check in at your case study. An electronic copy of your I.D. will also be accepted.
   1. You are in one of two sections – A or B. When you participate in your case study, you must see the judge in the section you are assigned to. Please help us make sure you see the right judge. The letter of your section is on your name tag.
   2. You may take nothing but a pen or pencil, watch and calculator into the case study preparation. You may not take cell phones, PDAs, markers, cardstock or computers into the interview. Scratch paper which you will leave with the advisor running the event will be provided. You may take notes on the scratch paper and use those during the case study. **Materials handed to the judge must be created using the materials provided during the designated preparation period.**
   3. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.
   4. We will now proceed with the exam. On the Scantron sheet, be sure to use #2 pencil. Verify your name, school, event and section on the form. Also darken the bubble for your **ID Number that is on the label on the Scantron**.
   5. Are there any questions?
   6. Have fun and do your best!

## Event Director Check Out List

### Team Decision Making Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

\_ All exams collected.

\_ All case studies collected (students and judges)

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All rubric score sheets from judges collected

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All judge Scantron sheets grouped by section and placed in Scantron envelope

\_ All judge rubric score forms grouped by section in alphabetical order by chapter and placed in rubric score sheet envelope

\_ All exam Scantron sheets placed in envelope

\_ \_ Event Director Signature Competitive Events Coordinator Signature

Dede Moore



# Integrated Marketing Campaign Events

## Event Director Material Checklist

### Integrated Marketing Campaign Events

#### Integrated Marketing Campaign Events – up to 2 participants per team

##### Students

* Written Exams
* Scantron sheets for Exam
  + Pencils

66 per event

66 per event

200

|  |  |  |  |
| --- | --- | --- | --- |
| **Judges** |  | | |
|  | DECA Guide Instructions | | 3 |
|  | Evaluation Form for Reference | | 3 |
|  | Box of Competitive Event Manuals by students | Divided by section | |
|  |  |  | |
|  |  |  | |

##### Event Assistants

* Rubric Score Sheet
* Event Time Schedules
* Event Assistant Instructions
* Student Orientation Outline
* Schematic of Room Layout

33 per event

3 copies-onsite

1

1

##### Envelopes

|  |  |
| --- | --- |
| * Master Envelope | 1 |
| * Completed Exam Scantron sheets | 1 |
| * Completed Presentation Rubric sheets | 1 per section (2) |
|  |  |

**Event Director Folder**

|  |  |  |
| --- | --- | --- |
| * Conference Program | | 1-onsite |
| * Event Director Instructions | | 1 |
| * Student Roster \* | | 1 |
|  | |  |
| * DECA Guide Instructions | | 2-onsite |
| * Advisor Assignments Master Copy | | 1 |
| * Timesheet for Check In \* | | 1 |
| * Schematic of Room Layout | | 1 |
| * Table Tents | | 2-onsite |
| * Event Director Check Out List | | 1 |
| * 1 | | 2 per section |
| 1-onsite |
|  |

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above – figures assume full capacity of entries

## Event Director Instructions

### Marketing Representative Events

#### Orientation of Event Assistants

1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
2. You and your Event Assistants will meet at 8:15 a.m. in Sheraton - Benton.
3. Assign Event Assistants to administer the exam, set up the prep area and set up the interview area. **Do not change the room set.** Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
4. Review events with Event Assistants using the Event Assistant Instructions. Explain the importance of keeping students in the correct section for all components of the event. During the testing time, have the assistants place the labels on the role play Scantron sheets and the rubric score sheets, separating them into the correction sections as necessary.

##### Scantron sheets are given directly to the judges – do not send them with students.

1. If Event Assistants believe there are any infractions of the competitive events guidelines, they should report them immediately to you and you will report them to your Competitive Events Coordinator.
2. Explain the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.
3. Students and teams have been prescheduled for interviews by section. Keep judges on the interview schedule.
4. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.

#### Judges

1. The Event Director should check in Sheraton - Empire no later than 10:30 a.m. to connect with the event judges. Marketing Representative Events will have two judges (one per each section). Take the judges to the event location.
2. Have your Event Assistants work with the judges to ensure they understand the process. Review the day’s objectives with the judges. Make sure they fully understand the event’s purpose, the event schedule and process and what is expected of them. **During the testing time, place the labels on the role play Scantron sheets and the rubric score sheets and separate them into the correction sections as necessary.** Please have judges score in pencil and **they should not give ties.** The judges will complete the rubric score sheet, **adding comments which will help the student improve their presentation and** then transfer the scores for each performance indicator to the Scantron sheet. You may instruct them to wait until after their last competitor to transfer scores to the Scantron sheet as they may adjust their scores throughout the day. The score sheets should reflect ranking of students and their ranking counts towards one half of the student’s performance.
3. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
4. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
5. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.
6. Thank the judges for their time and effort. Let them know that an evaluation form will be sent via e-mail.

#### Tabulation

1. Immediately following the test, the Event Director or Event Assistant should take the completed Scantron sheets to **Sheraton - Benton** for scoring. Event Assistants should use calculators to **verify the math** on each judge evaluation form.
2. Event Directors should turn in **all materials** to the Competitive Events Coordinator in Sheraton - Benton when the event is completed. **You must stay until you have been cleared.** Please group the judge Scantron sheets by component and section using the envelopes. ***For the rubric scoring sheets, please have event assistants* group them by district *and place them in the provided envelope.*** All other materials (exams, scrap paper, pencils, extra Scantron sheets) should be put in the event box. **No materials should be kept by anyone. The materials are copyrighted by National DECA and consider this a serious matter to ensure the integrity of the competitive events program.**
3. When all materials have been submitted and your Competitive Events Coordinator has released you, you should release the Event Assistants and thank them for their help.
4. Events have already been verified for penalty points by the penalty pointing team. Therefore, you do not have to be responsible for any part of this component.

## Event Assistant Instructions

### Integrated Marketing Campaign Events

#### General Information

1. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
2. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Event Director.
3. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
4. Remind students not to share competitive event information. Collect all scratch paper.
5. Be encouraging, supporting and help students do their best.
6. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
7. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
8. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
9. Do not change the arrangement of tables in the rooms.

##### It is important that we stay on or ahead of schedule.

1. Your hard work and suggestions for better operation of this event are greatly appreciated.

#### Registration and Testing

1. Greet the students as they enter the room. Check for violations of dress code. If you think there is a violation, consult with the Event Director who will consult with the Competitive Events Coordinator, or send the student back to correct the problem. Advise the student of proper attire, which is included in the conference program. Do not disqualify a student.
2. Check the Event Roster. Make sure students are in the correct event. The Event Director should report any discrepancies to the Competitive Events Coordinator immediately and follow up on any missing students.
3. Orient the students using the Student Orientation Guidelines.
4. Monitor students during testing.

##### During the testing time, place the labels on the role play Scantron sheets and the rubric score sheets and separate them into the correction sections as necessary.

1. As students finish the exam, you should
   1. Collect the test, pencil and scratch paper.
   2. Collect and check the student’s Scantron to ensure it is completed properly.
   3. Verify the student has bubbled in their **ID Number**.
   4. Verify the student’s identity by reviewing the student’s photo identification. An electronic copy of the ID on a device is also acceptable.
      * **What do you do if a student does not have a photo ID?** Respectfully ask the student to locate his/her chapter advisor and proceed to Sheraton - Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form in lieu of a photo ID.
2. Collect and sort all materials and give them to the Event Director.

#### Presentation Judging

1. Set up the judge area using the appropriate table tents.
2. Prepare judge materials for their arrival. Each judge should have a complete copy of the DECA Guide Instructions, the written entries and an evaluation form. Do not give the judge a roster or schedule.
3. Orient the judges with the event.
   1. Ensure they have a solid understanding of the event schedule and process and what is expected of them.
   2. Ensure they have solid understanding of the event objectives, what constitutes a good performance and the evaluation form.
   3. Please have judges score in pencil and they **should not give ties.**
   4. The rubric score sheets and Scantron sheets should reflect ranking of students and their ranking counts towards one half of the student’s performance.
4. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
5. Orient the judges on the Debriefing Judge Comment form. They will write three general positive comments and three general areas of improvement from the overall presentations of the day when they have completed judging.
6. At the conclusion of the event, collect all Written Events from the judge. They should be boxed and stored in Sheraton - Benton until they are taken to the manual display.

The Event Assistant responsibilities during the role play judging are as follows:

1. Check-In Table Assistant
   1. Check for appropriate dress, photo identification and mark attendance. An electronic copy of the ID on a device is also acceptable.

**What do you do if a student doesn’t have a photo ID?** Treat the student like you would for a student with an ID, but the student will need to locate his/her chapter advisor and proceed to Sheraton - Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form at all other event components in lieu of a photo ID.

* 1. Review visual aids against DECA Guide specifications.
  2. Escort students to holding area and organize students by time slot and section.
  3. Assist Tabulation Assistant.

1. Escort to Judges and serve as official timer (2 – 1 per each section)
   1. Verify the student’s name on label of the Scantron sheet and the rubric score sheet.
   2. Escort students to appropriate judge and give the judge the correct Scantron sheet and rubric score sheet with the student’s name on the labels. **It is imperative that students in Section A see the Section A judges and in Section B see the Section B judges. There must be no switching between sections.**
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
      * 15 minutes is allowed for set-up, presentation and judge’s questions
      * Please refer to the **Presentation Guidelines** for this event in the DECA Guide.
   4. Notify student and judge when presentation time has elapsed.
2. Tabulation Assistant
   1. Verify math on judge Scantron sheets, making sure they match scores on the rubric score sheets, using a calculator as needed.
   2. Ensure that there are **no ties on the judge Scantron sheets *per judge****.*
   3. Organize rubric score sheets into alphabetical order **by chapter name. Scantron sheets should be grouped by section as necessary.**
   4. Place in appropriate envelopes provided
   5. Assist Check-In Table Assistant

## Student Orientation Outline

### Integrated Marketing Campaign Events

1. There will be two activities for this event. The first is a 100-question exam, which you will have 60 minutes to complete. You may use a calculator, but not a cell phone or PDA. Please turn off any outside communication devices at this time. There will be a case study in addition to the exam.
2. When you turn in your exam, you remember your case study check-in time. You must provide photo identification for all components of today’s events when you turn in your exam and when you check in at your case study. An electronic copy of your I.D. will also be accepted.
3. You are in one of two sections – A or B. When you participate in your presentation, you must see the judge in the section you are assigned to. Please help us make sure you see the right judge. The letter of your section is on your name tag.
4. You may only take the appropriate visual aids and one copy of your manual into the presentation. Materials appropriate to the situations may be handed to or left with judges.
   * 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 drink allowed.
   * Items/materials attached to presentation boards must remain attached throughout the presentation.
5. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.
6. We will now proceed with the exam. On the Scantron sheet, be sure to use #2 pencil. Verify your name, school, event and section on the form. Also darken the bubble for your **ID Number that is on the label on the Scantron**.
7. Are there any questions?
8. Have fun and do your best!

## Event Director Check Out List

### Integrated Marketing Campaign Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

\_ All exams collected.

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All judge Scantron sheets grouped by section and placed in Scantron envelope

\_ All rubric score sheets grouped by section **in alphabetical order by chapter** and placed in Scantron envelope

\_ All exam Scantron sheets placed in envelope

\_ All form envelopes (rubric, Scantron and exam events) in master event envelope

\_ All written manuals are collected and boxed and taken to Sheraton - Benton

\_ \_ Event Director Signature Competitive Events Coordinator Signature

Becky Lehman



# Chapter Team Events \*, Entrepreneurship Events \*, Business Operations Research Events \*

**\*Written evaluations should be turned in at Judges’ Reception prior to oral presentation judging.**

#### Event Setup

**Event Director Material Checklist**

Chapter Team Events, Entrepreneurship Events, Business Operations Research Events

**Chapter Team Events, Entrepreneurship Events,**

**Business Operations Research Events – up to 2 students per team per event, except Start-Up Business Plan – only 1 student per team in that event**

**Event Director Folder – Per Event**

##### Students

* Pencils

##### Judges

* DECA Guide Instructions
* Judges’ Scenario Copy

##### Event Assistants

* Presentation Scantron sheet
* Event Time Schedule
* Event Assistant Instructions
* Student Orientation Outline
* Schematic of Room Layout

##### Envelopes

* Master Envelope
* Completed Judge Scantron sheets

1. boxes per section

2

2

30 per event

3 copies

1

1

1

#### Event Director Folder (all)

* Conference Program
* Event Director Instructions
* Student Roster \*
* Event Detail
* DECA Guide Instructions
* Advisor Assignments Master Copy
* Timesheet for Check In \*
* Schematic of Room Layout
* Table Tents
* Event Director Check Out List

1

1

1

1

2

1

1

1

2

1

2 per section

1

1

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above – figures assume full capacity of entries

**Event Director Instructions**

### Chapter Team Events, Entrepreneurship Events, Business Operations Research Events

#### General Information

1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
2. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
3. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Competitive Events Coordinator.
4. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
5. Remind students not to share competitive event information.
6. Be encouraging, supporting and help students do their best.
7. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
8. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
9. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
10. Do not change the arrangement of tables in the rooms. Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
11. Remember the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.

##### It is important that we stay on or ahead of schedule.

1. Your hard work and suggestions for better operation of this event are greatly appreciated.
2. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.

#### Judges

1. Set up the judge area using the appropriate table tents.
2. Prepare judge materials for their arrival. **Place participant labels on the rubric score sheets and Scantron sheets, separating them into sections as necessary.** Each judge should have a complete copy of the DECA Guide Instructions and an evaluation form. Do not give the judge a roster or schedule.
3. The Event Director should check in Sheraton - Benton no later than 10:30 a.m. to connect with the event judges. The Entrepreneurship Participating Event will have two judges (one per each section). Take the judges to the event location.
4. Review the day’s objectives with the judges.
   1. Ensure they have a solid understanding of the event schedule and process and what is expected of them.
   2. Ensure they have solid understanding of the event objectives, what constitutes a good

performance and the evaluation form.

* 1. Please have judges score in pencil and **they should not give ties.**

1. There will be two sets of judges - one set will read the document and complete the scantron for the written event. The second will be the judge who listens to the presentation and completes the scatron for the oral component of the event.
2. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
3. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
4. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.
5. At the conclusion of the event, collect all Written Manuals from the judge. They should be boxed and stored in **Sheraton - Empire** where they will be set up for the manual display.
6. Thank the judges for their time and effort and let them know that an evaluation form will be sent via e-mail.

#### Participant Registration

1. Greet the students as they check in. Check for violations of dress code. If you think there is a violation, consult with the Competitive Events Coordinator, or send the student back to correct the problem. Advise the student of proper attire, which is included in the conference program. Do not disqualify a student.
2. Check the Event Roster. Make sure students are in the correct event. The Event Director should report any discrepancies to the Competitive Events Coordinator immediately and follow up on any missing students. If a team is missing a teammate, that team can still compete; however, the missing teammate becomes ineligible to advance. If this occurs, please note this on the score sheet.
3. Please make sure the students see their assigned judge.
4. Verify the student’s identity by reviewing the student’s photo identification. An electronic copy of the ID on a device is also acceptable.
   * **What do you do if a student does not have a photo ID?** Respectfully ask the student to locate his/her chapter advisor and proceed to Terrace II. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form in lieu of a photo ID.
5. Review visual aids against DECA Guide specifications.

#### Presentation Judging

1. Verify the student’s name on the Scantron sheet.
2. Escort students to appropriate judge and give the judge the correct Scantron sheet with the student’s name on the label.
3. Record beginning time for each group of participants and monitor time. All students in each time-slot begin at the same time.
   1. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
      * 15 minutes is allowed for set-up, presentation and judge’s questions
      * Please refer to the **Presentation Guidelines** for this event in the DECA Guide.
4. Notify student and judge when presentation time has elapsed.

#### Tabulation

1. Use a calculator to **verify the math** on each Written Scantron sheet (60 points maximum).
2. Use the calculator to **verify the math** on each Oral Entry Presentation Scantron sheet (40 points maximum). Post the scores to the score sheet. Another Event Director should verify the posting of the presentation evaluation scores to the score sheet. (Note: This year, some sheets are a combination of both the written and oral parts of the event so there MAY only be one rubric/Scantron sheet.)
3. Event Directors should turn in **all materials** to the Competitive Events Coordinator in Sheraton - Benton when the event is completed. **You must stay until you have been cleared.** Please group the judge Scantron sheets by component and section using the envelopes. All other materials should be put in the event box. **No materials should be kept by anyone.**
4. Events have already been verified for penalty points by the penalty pointing team. Therefore, you do not have to be responsible for any part of this component.

## Event Director Check Out List

### Chapter Team Events, Entrepreneurship Events, Business Operations Research Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

All exams collected.

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All judge Scantron sheets grouped by section and placed in Scantron envelope

\_ All rubric score sheets grouped by section in alphabetical order by chapter and placed in Scantron envelope

\_ All exam Scantron sheets placed in envelope

\_ All form envelopes (rubric, Scantron and exam events) in master event envelope

\_ All written manuals are collected and boxed and taken to **Sheraton - Benton**

\_ \_ Event Director Signature Competitive Events Coordinator Signature

Peggy Arnold, Michael Freedline or Jill Fannin



# Professional Selling Events

## Event Director Material Checklist

### Professional Selling Events

#### Professional Selling Events – 1 student per event

##### Students

* + Written Exams
  + Scantron sheets for Exam
* Pencils

##### Judges

* DECA Guide Instructions
* Thank You Note

##### Event Assistants

* Presentation Scantron sheets
* Event Schedule
* Event Assistant Instructions
* Student Orientation Outline
* Schematic of Room Layout

##### Envelopes

* Master Envelope
* Completed Exam Scantron sheets
* Completed Judge Scantron sheets

28 (1 per student)

28 per event

28 per event

28 per event

3 copies

1

1

1 per section

#### Event Director Folder

* Conference Program
* Event Director Instructions
* Student Roster \*
* DECA Guide Instructions
* Advisor Assignments Master Copy
* Timesheet for Check In \*
* Schematic of Room Layout
* Table Tents
* Event Director Check Out List

1

1

1

1

2

1

1

1

2

1

2 per section

1

1

* Run reports after posting changes from registration on Sunday.

\*\* Extra copies not included in the figures above – figures assume full capacity of entries

## Event Director Instructions

### Professional Selling Events

#### Orientation of Event Assistants

1. Review the Event Director Material Checklist to make sure you have all the necessary materials.
2. You and your Event Assistants will meet at 8:15 a.m. in Sheraton - Benton.
3. Assign Event Assistants to administer the exam (Westin), set up the prep area and set up the interview area (Sheraton). **Do not change the room set.** Do not move the tables and chairs without the approval of your Competitive Events Coordinator. The room schematics indicate the location of the events and placement of tables and chairs.
4. Review events with Event Assistants using the Event Assistant Instructions. Explain the importance of keeping students in the correct section for all components of the event. Have the assistants place the participant labels on the Scantron sheets and rubric score sheets, separating them by section as necessary. **Evaluation sheets are given directly to the judges – do not send them with students.**
5. If Event Assistants believe there are any infractions of the competitive events guidelines, they should report them immediately to you and you will report them to your Competitive Events Coordinator.
6. Explain the need to be quiet during testing and judging. Advisors should work out a system to rotate responsibilities so that they can go through the lunch buffet. Refreshments for the judges are in the judge interview area. A short break is scheduled about half way through the interviews for the judges. Judges do not go through the lunch buffet.
7. Students and teams have been prescheduled for interviews by section. Keep judges on the interview schedule.
8. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.

#### Judges

1. The Event Director should check in Sheraton - Benton no later than 10:30 a.m. to connect with the event judges. Professional Selling Events will have two judges (one per each section). Take the judges to the event location.
2. Event Assistants should work with the judges to ensure they understand the process. Review the day’s objectives with the judges. Make sure they fully understand the event’s purpose, the event schedule and process and what is expected of them. Please have judges score in pencil and they should not give ties. The score sheets should reflect ranking of students and their ranking counts towards a half of the student’s performance. You may instruct them to wait until after their last competitor to transfer scores to the Scantron sheet as they may adjust their scores throughout the day.
3. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
4. Orient the judges on the Debriefing Judge Comment form. They will write three general things they looked for, two things top competitors did well and two areas of improvement for the overall presentations of the day at the end of their event.
5. Do not dismiss judges until you or your Event Assistants have **verified the scores, ensuring there are no ties,** and the judge has completed the Debriefing Judge Comment form.
6. Thank the judges for their time and effort. Let them know that an evaluation form will be sent via e-mail.

#### Tabulation

1. Immediately following the test, the Event Director or Event Assistant should take the completed Scantron sheets to **Terrace II** for scoring.
2. Event Assistants please verify the scores by doing the following:

##### Rubric Score Sheet

Ensure a score for each Performance Indicator is either circled and/or written under the “Judged Score” column. It is ideal for the score to be both circled and written. If the written score and the circled score do not match, give the Rubric Score Sheet back to the judge to correct. If the judge is unavailable, use the written score as the student’s score for that Performance Indicator. Verify that the “TOTAL SCORE” recorded is correct.

##### Scantron Sheet

Ensure the bubbles are filled in completely. Make sure the number bubbled in matches the score for that specific number (Performance Indicator) on the Rubric Score Sheet.

1. Event Directors should turn in **all materials** to the Competitive Events Coordinator in Sheraton - Benton when the event is completed. **You must stay until you have been cleared.** Please group the judge Scantron sheets by component and section using the envelopes. For the rubric score sheets, **please group them by district and place them in the provided envelope.** All other materials (exams, scrap paper, pencils, extra Scantron sheets) should be put in the event box. **No materials should be kept by anyone. The materials are copyrighted by National DECA and they consider this a serious matter to ensure the integrity of the competitive events program.**
2. When all materials have been submitted and your Competitive Events Coordinator has released you, you should release the Event Assistants and thank them for their help.
3. Events have already been verified for penalty points by the penalty pointing team. Therefore, you do not have to be responsible for any part of this component.

## Event Assistant Instructions

### Professional Selling Events

#### General Information

* 1. The primary goal of the conference is for the students to have a rewarding and beneficial education experience.
  2. Do not disqualify a student without the approval of the Competitive Events Coordinator. If you believe there are any infractions of the competitive events guidelines, report them immediately to your Event Director.
  3. Inappropriately attired students should be told what is appropriate and to correct the issue and then return to participate in the competitive event. The dress code is in the conference program. Jackets or blazers are a requirement. Use good judgment.
  4. Remind students not to share competitive event information. Collect all scratch paper.
  5. Be encouraging, supporting and help students do their best.
  6. Students should wear their conference name tag. State officers should remove any additional information such as officer name badges before seeing judges.
  7. Be aware that some districts are housed at off-site properties and may require some flexibility because of reasonable transportation issues.
  8. Be sure to keep the results of the competition confidential. It ruins the fun if students or advisors know the winners in advance of the awards session.
  9. Do not change the arrangement of tables in the rooms.

##### It is important that we stay on or ahead of schedule.

* 1. Your hard work and suggestions for better operation of this event are greatly appreciated.

#### Registration and Testing

1. Greet the students as they enter the room. Check for violations of dress code. If you think there is a violation, consult with the Event Director who will consult with the Competitive Events Coordinator, or send the student back to correct the problem. Advise the student of proper attire, which is included in the conference program. Do not disqualify a student.
2. Check the Event Roster. Make sure students are in the correct event. The Event Director should report any discrepancies to the Competitive Events Coordinator immediately and follow up on any missing students.
3. Orient the students using the Student Orientation Guidelines.
4. Monitor students during testing.

##### During testing, place the participant labels on the Scantron sheets and rubric score sheets, separating them by sections as necessary.

1. As students finish the exam, you should
   1. Collect the test, pencil and scratch paper.
   2. Collect and check the student’s Scantron to ensure it is completed properly.
   3. Verify the student has bubbled in their **ID Number**.
   4. Verify the student’s identity by reviewing the student’s photo identification. An electronic copy of the ID on a device is also acceptable.
      * **What do you do if a student does not have a photo ID?** Respectfully ask the student to locate his/her chapter advisor and proceed to Terrace II. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form in lieu of a photo ID.
2. Collect and sort all materials and give them to the Event Director.

#### Presentation Judging

1. Set up the judge area using the appropriate table tents.
2. Prepare judge materials for their arrival. Ensure labels have been placed on the Scantron sheets and rubric score sheets, ready to hand to the judge as each student is escorted to the judge. Each judge should have a complete copy of the DECA Guide Instructions, the written entries and an evaluation form. Do not give the judge a roster or schedule.
3. Orient the judges with the event.
   1. Ensure they have a solid understanding of the event schedule and process and what is expected of them.
   2. Ensure they have solid understanding of the event objectives, what constitutes a good performance and the evaluation form.
   3. Please have judges score in pencil and they should not give ties.
   4. The Scantron sheets and rubric score sheets should reflect ranking of students and their ranking counts towards a third of the student’s performance.
   5. Encourage the judge to write constructive notes on the rubric score sheet to help the students improve their performance.
4. At the conclusion of the event, collect all Written Manuals from the judge. They should be boxed and stored in **Terrace II** until they are taken to the manual display.

The Event Assistant responsibilities during the role play judging are as follows:

1. Check-In Table Assistant
   1. Check for appropriate dress, photo identification and mark attendance. An electronic copy of the ID on a device is also acceptable.

**What do you do if a student doesn’t have a photo ID?** Treat the student like you would for a student with an ID, but the student will need to locate his/her chapter advisor and proceed to Sheraton - Benton. The chapter advisor will complete a verification form signed by the student and chapter advisor. The student will then sign this verification form at all other event components in lieu of a photo ID.

* 1. Review visual aids against DECA Guide specifications.
  2. Escort students to holding area and organize students by time slot and section.
  3. Assist Tabulation Assistant.

1. Escort to Judges and serve as official timer (2 – 1 per each section)
   1. Verify the student’s name on the Scantron sheet and rubric score sheet.
   2. Escort students to appropriate judge and give the judge the correct Scantron sheet and rubric score sheet with the student’s name on the labels. **It is imperative that students in Section A see the Section A judges and in Section B see the Section B judges. There must be no switching between sections.**
   3. Record beginning time for each group of participants and monitor time. All students in each time- slot begin at the same time.
      * 15 minutes for set up of visual aids, presentation of the proposal and questions from the judge.
      * Please refer to the **Presentation Guidelines** for this event in the DECA Guide.
   4. Notify student and judge when presentation time has elapsed.
2. Tabulation Assistant

##### Verify math on judge Scantron sheets, making sure they match scores on the rubric score sheets, using a calculator as needed.

* 1. Ensure that there are **no ties on the judge Scantron sheets *per judge****.*
  2. Organize rubric score sheets into alphabetical order **by chapter name. Scantron sheets should be grouped by section as necessary.**
  3. Place in appropriate envelopes provided
  4. Assist Check-In Table Assistant

## Student Orientation Outline

### Professional Selling Events

1. There will be two activities for this event. The first is a 100-question exam, which you will have 60 minutes to complete. You may use a calculator, but not a cell phone or PDA. Please turn off any outside communication devices at this time. There will be a case study in addition to the exam.
2. When you turn in your exam, you remember your case study check-in time. You must provide photo identification for all components of today’s events when you turn in your exam and when you check in at your case study. An electronic copy of your I.D. will also be accepted.
3. You are in one of two sections – A or B. When you participate in your presentation, you must see the judge in the section you are assigned to. Please help us make sure you see the right judge. The letter of your section is on your name tag.
4. You may only take the appropriate visual aids and one copy of your manual into the presentation. Materials appropriate to the situations may be handed to or left with judges.
   1. Items of monetary value may be handed to but may not be left with judges.
   2. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge.
   3. No food or drink allowed.
   4. Items/materials attached to presentation boards must remain attached throughout the presentation.
5. This year, debriefing notes from the judges will be given to advisors for distribution at their convenience. No debriefing sessions will take place on-site.
6. We will now proceed with the exam. On the Scantron sheet, be sure to use #2 pencil. Verify your name, school, event and section on the form. Also darken the bubble for your **ID Number that is on the label on the Scantron**.
7. Are there any questions?
8. Have fun and do your best!

## Event Director Check Out List

### Professional Selling Events

##### EVENT: EVENT DIRECTOR:

**EVENT DIRECTOR CELL:**

\_ All exams collected.

\_ All additional materials collected (extra Scantron sheets, pencils, calculators)

\_ All rubric score sheets from judges collected

\_ All bubbles on Scantron sheets match the numeral score written by the judge on both the rubric score sheet and the Scantron sheet

\_ Judge Scantron sheets math verified

\_ All Scantron sheets grouped by section and placed in Scantron envelope

\_ All rubric score sheets grouped by section **in alphabetical order by chapter** and placed in rubric score sheet envelope

\_ All judge Scantron sheets placed in envelope

\_ All judge rubric sheets placed in envelope

\_ All Scantron sheets placed in envelope

\_ All form envelopes (rubric, exam and Scantron envelopes) in master event envelope

\_ \_ Event Director Signature Competitive Events Coordinator Signature

Peggy Arnold



# Appendix

## Written Entry Preparation and

**Penalty Pointing Instructions**

#### General Information

1. Judges for the written entries that require pre-judging should be confirmed prior to March 1.
2. Assemble a penalty pointing team to convene as close to March 1 as possible to the written events can be shipped to the appropriate judges in ample time for review prior to the State CDC.
3. Materials needed include:
   1. 1 copy of the event specifications in the DECA Guide for the judge.
   2. 1 copy of the event specifications in the DECA Guide for the penalty point team.
   3. 1 copy per entry of the Written Event Checklist in the DECA Guide.
   4. 1 copy of the entry roster per event to check before mailing events to the judge.
   5. 1 copy of the written entry evaluation form for the judge.
   6. Scantron Evaluation forms with label of participant on each form
   7. 1 memo to judge
4. Each member of the penalty pointing team should review all entries in a specific event for consistency. If there is any question, the team member should ask the group for consensus. It is important to ensure the penalty points are assessed accurately against the specifications in the written guide and fairly against all entries.
5. At the conclusion of the penalty pointing, the written entries with the appropriate judge materials should be immediately sent to the judges.
6. The penalty points should be entered in the tabulation software and verified prior to arrival at the State CDC.

## Quantities of Copies Needed

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | ***DECA***  ***Guide*** | | | **Content Interview/ Role Play/ Case Study** | |
| **Principles of Business Administration Events** | | | | | | |
| PBM PFN PHT PMK | Principles of Business Management and Admin Principles of Finance  Principles of Hospitality and Tourism Principles of Marketing | 1-Coordinator | | | 1-CE Director 1-Coordinator 1-Judge  1-Judge Check-In | |
| **Individual Series Events** | |  |  | |  | |
| AAM  ACT  ASM BFS BSM ENT FMS HLM HRM MCS QSRM RFSM RMS SEM | Apparel and Accessories Marketing  Accounting Applications  Automotive Services Marketing Business Finance  Business Services Marketing Entrepreneurship  Food Marketing  Hotel and Lodging Management Human Resource Management Marketing Communications  Quick Serve Restaurant Management Restaurant and Food Service Management Retail Merchandising  Sports and Entertainment Marketing | 2-Coordinators | | | 1. CE Director 1-Coordinator 3-Judges 2. Judges Check-In | |
| **Team Decision Making Events** | |  | | | | |
| BLDM BTDM ETDM FTDM HTDM MTDM STDM TTDM | Business Law and Ethics TDM Buying and Merchandising TDM Entrepreneurship TDM Financial Services TDM Hospitality Services TDM Marketing Management TDM  Sports and Entertainment Marketing TDM Travel and Tourism Marketing TDM | 1-Coordinator | | | 1. CE Director 1-Coordinator 2-Judges 2. Judges Check-In | |
| **Business Operations Research Events** | |  |  |  |  |  |
| BOR HOR BMOR SEOR | Business Services Operations RE Hospitality and Tourism Operations RE Buying and Merchandising Operations RE  Sports and Entertainment Marketing Operations RE | 1 or 2 -Judge Written  1or 2 -Judge Presentation 1-Coordinator  1-Event Director | | |  | |
| **Chapter Team Events** | |  |  |  |  |  |
| CSP CMP EPP FLPP LEP PRP | Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Learn and Earn Project  Public Relations Project | 1 or 2 -Judge Written  1 or 2 -Judge Presentation 1-Coordinator  1-Event Director | | |  | |
| **Business Management and Entrepreneurship Events** | |  |  |  |  |  |
| EIP ESB | Innovative Plan Start-up Plan | 1 or 2-Judge Written 1 or 2-Judge Presentation  1-Coordinator  1-Event Director | | |  | |
| EIB | Independence Business Plan | 2-Judge Presentation 1-Coordinator  1-Event Director 1-Event Assistant | | | 2-Judges Check-In | |
| **Integrated Marketing Campaign Events** | |  |  |  |  |  |
| IMCE IMCP IMCS | Integrated Marketing Campaign - Event  Integrated Marketing Campaign - Product  Integrated Marketing Campaign Events-Service | 2-Judge Presentation 1-Coordinator   1. Event Director 2. Event Assistants | | | 2-Judges Check-In | |
| **Professional Selling Events** | |  |  |  |  |  |
| FCE | Financial Consulting Event | 2-Judge Presentation 1-Coordinator  1-Event Director 1-Event Assistant | | | 2-Judges Check-In | |
| PSE | Professional Selling Event | 2-Judge Presentation 1-Coordinator  1-Event Director 1-Event Assistant | | | 2-Judges Check-In | |
| HTSE | Hospitality and Tourism Prof. Selling Event | 2-Judge Presentation 1-Coordinator1-Event Director 1-Event Assistant | | | 2-Judges Check-In | |