

2023-24 Competitive Events Guidelines

Annual Chapter Activities Presentation



Annual Chapter Activities Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Summary of year's activities	<i>No evidence of activities</i> 0 points	<i>Activities explained briefly</i> 1-6 points	<i>Activities clearly outlined</i> 7-8 points	<i>Activities are chronological and clearly explained.</i> 9-10 points	
Describe activities to benefit chapter and its members: e.g., recruitment, leadership, development, career exploration, chapter fundraising, chapter publicity	<i>No evidence of activities</i> 0 points	<i>There is at least one activity described in one of the components listed</i> 1-9 points	<i>There is at least one activity described in each component listed</i> 10-16 points	<i>Multiple activities are described in all components listed</i> 17-20 points	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	<i>No evidence of activities</i> 0 points	<i>There is at least one activity described in one of the components listed</i> 1-9 points	<i>There is at least one activity described in each component listed</i> 10-16 points	<i>Multiple activities are described in all components listed</i> 17-20 points	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	<i>No evidence of conferences attended, and recognition received</i> 0 points	<i>There is at least one activity described in one component.</i> 1-9 points	<i>There is at least one activity described in each component listed in this section.</i> 10-16 points	<i>Multiple activities are described in all components listed.</i> 17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i> 0 points	<i>Competitor(s) were prepared, but flow was not logical</i> 1-6 points	<i>Presentation flowed in logical sequence</i> 7-8 points	<i>Presentation flowed in a logical sequence; statements were well organized</i> 9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i> 0 points	<i>Competitor(s) demonstrated self-confidence and poise</i> 1-6 points	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> 7-8 points	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> 9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i> 0 points	<i>Does not completely answer questions</i> 1-6 points	<i>Completely answers questions</i> 7-8 points	<i>Interacted with the judges in the process of completely answering questions</i> 9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Business Ethics (Middle School)



Business Ethics Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the case study	<i>Fails to introduce the case study and its issues.</i> 0 points	<i>Introduces the case study but lacks clarity in identifying key issues</i> 1-8 points	<i>Identifies and defines the ethical issues</i> 9-12 points	<i>Captures attention, clearly presents the case study, and outlines the key issues.</i> 13-15 points	
Explains why the ethical issues happened	<i>No reasons cited for the ethical issues</i> 0 points	<i>Reasons for the ethical issues identified but were not on target</i> 1-8 points	<i>Several, but not all, reasons accurately identified</i> 9-12 points	<i>All reasons addressed and analyzed</i> 13-15 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>Fails to provide meaningful recommendations.</i> 0 points	<i>Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages.</i> 1-8 points	<i>Offers solid recommendations, but may not fully address all pros and cons.</i> 9-12 points	<i>Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively.</i> 13-15 points	
Recommends safeguards that should have been in place to prevent the ethical issues	<i>No ethical solution to prevent issues identified</i> 0 points	<i>One ethical solution to prevent issues provided with no plan</i> 1-8 points	<i>Ethical solutions to prevent issues provided and a plan developed</i> 9-12 points	<i>One feasible ethical solution to prevent issues recommended with supporting evidence with a plan and necessary resources identified</i> 13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i> 0 points	<i>Sources/References are seldom cited to support statements</i> 1-6 points	<i>Professionally legitimate sources & resources that support statements are generally present</i> 7-8 points	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i> 9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i> 0 points	<i>Competitor(s) were prepared, but flow was not logical</i> 1-6 points	<i>Presentation flowed in logical sequence</i> 7-8 points	<i>Presentation flowed in a logical sequence; statements were well organized</i> 9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i> 0 points	<i>Competitor(s) demonstrated self-confidence and poise</i> 1-6 points	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> 7-8 points	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> 9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i> 0 points	<i>Does not completely answer questions</i> 1-6 points	<i>Completely answers questions</i> 7-8 points	<i>Interacted with the judges in the process of completely answering questions</i> 9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Career Research



Career Research Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Career Research Career Interest Survey Career Description Education & Training Career Outlook Salary & Benefits Typical Day Other Research	Career interest survey not included	Career interest survey taken identified, but no results shared	Career interest survey identified, explains career choice from results, and correlates personal interest to this career	Explains personal interest and skills related to career chosen.	
	0 points	1-6 points	7-8 points	9-10 points	
	Career description not included	Career description included, but is vague	Career description is included	Detailed career description included	
	0 points	1-2 points	3-4 points	5 points	
	Education & training not included	Education for career included but not training	Education & training is included, with suggested high school courses included	Detailed information about education, training, and certifications needed, including high school and post high school	
	0 points	1-2 points	3-4 points	5 points	
	Career outlook not included	Career outlook included, but source is not listed or explained	Career outlook cites source and explains	Career outlook is cited and explained from different sources	
	0 points	1-2 points	3-4 points	5 points	
	Salary not included	Salary is included but not explained	Salary and benefits are included and explained	Salary and benefits are included and detailed	
	0 points	1-2 points	3-4 points	5 points	
	Typical day not included	Typical day included, but is vague	Typical day is included	Detailed typical day included	
	0 points	1-2 points	3-4 points	5 points	
	No other research included	Research is included, but doesn't relate to information needed	Research is included, cited, and relates to career area	Additional career information included and detailed	
	0 points	1-2 points	3-4 points	5 points	
Quality of presentation design is professional; design elements are appropriate —e.g., color choice, font style, font size	Design lacks professionalism and appropriate design elements	Some elements of professionalism and appropriate design are present	Design quality is professional and appropriate design elements contribute to visual appeal	Design quality is exceptional, a polished appearance, and appropriate design elements enhance visual appeal	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively uses a variety of formatting and visual effects in presentation	Does not effectively use formatting and visual effects causing confusion or distraction	Some visual consistency and relevant effects are present	Visuals and formatting are consistently relevant and enhance the presentation	Visuals and formatting are exceptionally consistent, and significantly elevate the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	

2023-24 Competitive Events Guidelines

Career Research



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor did not demonstrate self-confidence	Competitor demonstrated self-confidence and poise	Competitor demonstrated self-confidence, poise, and good voice projection	Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
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2023-24 Competitive Events Guidelines

Community Service Presentation



Community Service Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes project development and strategies used to implement project	<i>No evidence of project development or strategies presented</i>	<i>Project development is explained briefly; very limited strategies are utilized</i>	<i>Project development is clearly outlined. More than one strategy is outlined.</i>	<i>Project development is clearly outlined. Strategies are chronological and clearly explained.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes research into school or community needs	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	<i>Chapter involvement is not explained</i>	<i>Participation was limited to 25% of chapter members</i>	<i>The project was clearly a chapter project and participated in by 50% of chapter members</i>	<i>Over 75% or more of chapter members participated and clear evidence is provided of the impact</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	<i>No evidence of publicity received</i>	<i>Information about publicity was written in the report but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and the team has created recommendations for change should the project be repeated</i>	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Critical Thinking

Critical Thinking Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	<i>No description or role play synopsis provided; no problem(s) defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Alternatives are recognized with pros and cons stated and evaluated	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Logical solution is selected with positive and negative aspects of its implementation given	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of critical thinking concepts in relation to the topic	<i>No knowledge demonstrated</i>	<i>Little knowledge demonstrated</i>	<i>Knowledge and understanding of topic demonstrated</i>	<i>Expert knowledge and understanding of topic demonstrated</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Used appropriate eye contact, voice projection, gestures, and posture	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively answered questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Elevator Speech

Elevator Speech Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	<i>Provided topic is not mentioned in speech</i> 0 points	<i>Topic is not clearly incorporated into speech</i> 1-8 points	<i>Topic was clearly incorporated into speech</i> 9-12 points	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i> 13-15 points	
Introduction Introduce the topic immediately	<i>Topic was not introduced</i> 0 points	<i>Introduction was not clearly presented</i> 1-8 points	<i>Introduction was clearly presented, and topic was defined immediately</i> 9-12 points	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i> 13-15 points	
Supporting Information (Body) Include accurate and appropriate supporting information	<i>Speech did not have a topic</i> 0 points	<i>Multiple topics presented without clear connections</i> 1-8 points	<i>Central topics were identified, connected, and supported throughout the speech</i> 9-12 points	<i>Smooth transitions were effectively utilized to support the central topic</i> 13-15 points	
Conclusion Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i> 0 points	<i>Conclusion was not clearly presented</i> 1-8 points	<i>Effective conclusion was presented</i> 9-12 points	<i>Conclusion provides connection to entire presentation</i> 13-15 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i> 0 points	<i>Minimal varied facial expressions and/or poor posture</i> 1-6 points	<i>Appropriate varied facial expressions and posture</i> 7-8 points	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i> 9-10 points	
	<i>Does not make eye contact</i> 0 points	<i>Minimal eye contact</i> 1-6 points	<i>Appropriate eye contact</i> 7-8 points	<i>Appropriate eye contact and didn't use notecards</i> 9-10 points	
	<i>Does not have voice projection</i> 0 points	<i>Minimal voice projection</i> 1-6 points	<i>Appropriate voice projection</i> 7-8 points	<i>Appropriate voice projection and diction</i> 9-10 points	
	<i>Competitor did not demonstrate self-confidence</i> 0 points	<i>Competitor demonstrated self-confidence and poise</i> 1-6 points	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i> 7-8 points	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i> 9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Exploring Business Issues

Exploring Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the topic	<i>No description or topic synopsis provided; no problems defined</i>	<i>Describes and provides topic synopsis OR defines the problem(s)</i>	<i>Describes and provides topic synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of topic synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Alternative solutions are recognized with pros and cons stated and evaluated	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provides an effective and logical recommendation(s)	<i>Fails to provide meaningful recommendations</i>	<i>Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages</i>	<i>Offers solid recommendations, but may not fully address all pros and cons</i>	<i>Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Uses technology effectively to illustrate the research on the topic	<i>No use of technology</i>	<i>Demonstrates limited use of technology</i>	<i>Demonstrates good use of technology</i>	<i>Demonstrates excellent use of technology with a consistent theme in graphics & proper formatting</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
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2023-24 Competitive Events Guidelines

FBLA Mission & Pledge



FBLA Mission & Pledge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Recites FBLA mission from memory	<i>Mission is not memorized</i>	<i>Mission is partially memorized</i>	<i>Mission is mostly memorized</i>	<i>Mission is completely memorized</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA mission is relevant and appropriate	<i>No reflection of mission</i>	<i>Reflection of mission is not relevant or appropriate</i>	<i>Reflection of mission is relevant</i>	<i>Reflection of mission is relevant and appropriate</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Recites FBLA pledge from memory	<i>Pledge is not memorized</i>	<i>Pledge is partially memorized</i>	<i>Pledge is mostly memorized</i>	<i>Pledge is completely memorized</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA pledge is relevant and appropriate	<i>No reflection of pledge</i>	<i>Reflection of pledge is not relevant or appropriate</i>	<i>Reflection of pledge is relevant</i>	<i>Reflection of pledge is relevant and appropriate</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards during reflections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Competitor did not demonstrate self-confidence</i>	<i>Competitor demonstrated self-confidence and poise</i>	<i>Competitor demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
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2023-24 Competitive Events Guidelines

Marketing Mix Challenge



Marketing Mix Challenge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product or service	<i>The product/service is not described</i>	<i>The product/service is partially described</i>	<i>The product/service is mostly described</i>	<i>The product/service is fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Price: description of selling price and pricing strategy	<i>Pricing is not described</i>	<i>Selling price OR pricing strategy is described</i>	<i>Selling price AND pricing strategy are mostly described</i>	<i>Selling price AND pricing strategy are fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Place: description of where product or service will be sold	<i>Place is not described</i>	<i>Place is partially described</i>	<i>Place is mostly described</i>	<i>Place is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Promotion: description of advertising methods	<i>Promotion is not described</i>	<i>Promotion is partially described</i>	<i>Promotion is mostly described</i>	<i>Promotion is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
People: description of target market	<i>Target market is not described</i>	<i>Target market is partially described</i>	<i>Target market is mostly described</i>	<i>Target market is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates knowledge and understanding of marketing concepts	<i>No additional marketing concepts were demonstrated</i>	<i>Minimal knowledge and understanding of marketing concepts demonstrated</i>	<i>Marketing concepts were evident throughout the presentation</i>	<i>Marketing concepts were fully explained with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Multimedia & Website Development

Multimedia & Website Development Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	Topic is not followed	Topic is not fully addressed	Topic is fully addressed	User with no knowledge of the topic can identify based on site	
	0 points	1-6 points	7-8 points	9-10 points	
Website appeal to audience	Website is not appealing	Website is somewhat appealing to audience	Website is appealing to audience	Website is professional and appealing	
	0 points	1-6 points	7-8 points	9-10 points	
Website demonstrates the required elements of the project as stated in guidelines.	Website does not include required elements	Website includes some of the required elements	Website presented includes all the required elements	Website presented includes required elements and more	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Technical Components					
Website is viewable on standard browsers	Website is not viewable	Website viewability is limited	Website is viewable	Website is viewable on more than 1 platform	
	0 points	1-9 points	10-16 points	17-20 points	
Logical and effective sequence of navigation, links are all functional	Site is not logical, some links are not functional, and does not have an effective sequence of navigation	Site is somewhat logical; links are functional, or navigation is not effective	Site is logical, site links are functional, and has an effective sequence of navigation	Site is logical, site links are functional, and the sequence of navigation enhances the user experience	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

2023-24 Competitive Events Guidelines

Video Game Challenge



Video Game Challenge Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	Topic is not understood or well-defined	Topic is partially understood or defined	Topic is fully understood and defined	User with no knowledge of the topic can identify it based on use of game	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates a high-quality game that runs smoothly	Game does not run	Game is too simplistic or does not run smoothly	Game is high-quality and runs smoothly.	Game is high-quality, runs smoothly, and has several outcomes available for completion	
	0 points	1-8 points	9-12 points	13-15 points	
Explains the programming language or game/animation engine used and the process undertaken in creating the game	Game design and creation process is not explained	Game design and creation process is partially explained	Game design and creation process is fully explained	Game design and creation process is explained with examples of difficulty or adaptation	
	0 points	1-8 points	9-12 points	13-15 points	
Technical Components					
Instructions are clear and executable	User instructions do not exist or do not execute	User instructions are available but unclear or execute poorly	User instructions are available, clear, and fully functional	Instructions are clear, available in multiple places, and execute without error	
	0 points	1-6 points	7-8 points	9-10 points	
Errors did not crash the game or prevent use	Errors prevented use of program	Contains errors, but did not prevent execution of the program	Error free		
	0 points	1-6 points	7-10 points		
Program documentation is readable, useful, and complete	Program documentation is not provided	Program documentation contains errors	Program documentation is error free	Program documentation invites use of advanced features	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					