




























# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Accounting Applications Series

<b>Composite Score</b>	<b>Illinois</b>	<b>77.63 out of 100</b>	
	<b>International</b>	<b>62.83 out of 100</b>	
Final Role-Play	Illinois	51.00 out of 100	
	International	61.67 out of 100	
Account for long-term liabilities?		8.00 out of 14	
Prepare worksheets?		5.00 out of 14	
Project future revenues and expenses?		8.00 out of 14	
Explain the role of managerial accounting techniques in business management?		7.00 out of 14	
Explain the time value of money?		7.00 out of 14	
Reason effectively and use systems thinking?		3.00 out of 6	
Make judgments and decisions, and solve problems?		3.00 out of 6	
Communicate clearly?		4.00 out of 6	
Show evidence of creativity?		3.00 out of 6	
Overall impression and responses to the judge's questions		3.00 out of 6	
Role Play 1	Illinois	87.00 out of 100	
	International	64.48 out of 100	
Apply cost accounting techniques?		12.67 out of 14	
Discuss the nature of cost allocation?		13.00 out of 14	
Explain the role of managerial accounting techniques in business management?		12.00 out of 14	
Describe the concept of insurance?		13.67 out of 14	
Prepare worksheets?		11.33 out of 14	
Reason effectively and use systems thinking?		4.67 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly?		5.33 out of 6	
Show evidence of creativity?		4.33 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 2	Illinois	77.25 out of 100	

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### Accounting Applications Series, continued

	International	61.36 out of 100	
Account for petty cash?		11.00 out of 14	
Assess financial accounting fraud risk?		10.75 out of 14	
Discuss the use of variance analysis in managerial accounting?		11.00 out of 14	
Discuss the role of ethics in accounting?		11.50 out of 14	
Explain the purpose of internal accounting controls?		11.50 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		4.00 out of 6	
Communicate clearly?		4.50 out of 6	
Show evidence of creativity?		4.25 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	

### Advertising Campaign Event

<b>Composite Score</b>	<b>Illinois</b>	<b>86.57 out of 100</b>	
	<b>International</b>	<b>74.95 out of 100</b>	
Final Role-Play	Illinois	94.00 out of 100	
	International	75.97 out of 100	
Executive Summary: One-page description of the campaign		10.00 out of 10	
The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner		10.00 out of 10	
The fact sheets have a professional layout and contain proper grammar, spelling and word usage		5.00 out of 5	
The description of the product, service company or business selected and objectives of the campaign are clearly defined		7.00 out of 7	
The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered		6.00 out of 7	
The media selection is realistic and properly defined in terms of reach, frequency and continuity		8.00 out of 8	
The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original		5.00 out of 7	
The advertising schedule shows continuity and logical order		7.00 out of 7	

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### Advertising Campaign Event, continued

The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	8.00 out of 8		
The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	6.00 out of 7		
The campaign stresses product and/or service benefits that appeal to the target markets described	6.00 out of 7		
The campaign shows real creativity and uses a unique and effective approach	6.00 out of 7		
The oral presentation shows evidence of realistic knowledge of advertising principles and is well-organized and presented in a logical manner	5.00 out of 5		
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	5.00 out of 5		
Role Play 2	Illinois	83.60 out of 100	
	International	74.81 out of 100	
Executive Summary: One-page description of the campaign	8.60 out of 10		
The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	8.20 out of 10		
The fact sheets have a professional layout and contain proper grammar, spelling and word usage	4.80 out of 5		
The description of the product, service company or business selected and objectives of the campaign are clearly defined	6.00 out of 7		
The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	5.60 out of 7		
The media selection is realistic and properly defined in terms of reach, frequency and continuity	6.60 out of 8		
The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	5.20 out of 7		
The advertising schedule shows continuity and logical order	6.00 out of 7		
The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	5.80 out of 8		
The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	5.80 out of 7		
The campaign stresses product and/or service benefits that appeal to the target markets described	6.00 out of 7		
The campaign shows real creativity and uses a unique and effective approach	5.80 out of 7		
The oral presentation shows evidence of realistic knowledge of advertising principles and is well-organized and presented in a logical manner	4.40 out of 5		
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	4.80 out of 5		

# Judge Assessment

























## Illinois

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### Advertising Campaign Event, continued

### Apparel and Accessories Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>84.89 out of 100</b>	
	<b>International</b>	<b>72.48 out of 100</b>	
Final Role-Play	Illinois	83.00 out of 100	
	International	69.80 out of 100	
Explain the nature of product/service branding?		11.00 out of 14	
Describe factors used by marketers to position products/services?		12.00 out of 14	
Identify components of a retail image?		12.00 out of 14	
Explain the relationship between customer service and distribution?		11.00 out of 14	
Determine factors affecting business risk?		14.00 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		4.00 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 1	Illinois	86.00 out of 100	
	International	73.68 out of 100	
Identify components of a retail image?		12.00 out of 14	
Explain the nature of effective communications?		12.50 out of 14	
Identify the elements of the promotional mix?		11.75 out of 14	
Describe word-of-mouth channels used to communicate with targeted audience?		12.50 out of 14	
Explain types of advertising media?		12.50 out of 14	
Reason effectively and use systems thinking?		4.75 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly?		5.25 out of 6	

# Judge Assessment

## Illinois

Region: IL

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### Apparel and Accessories Marketing Series, continued

Show evidence of creativity?		4.75 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 2	Illinois	84.25 out of 100	
	International	71.57 out of 100	
Describe the need for marketing data?		12.50 out of 14	
Identify information monitored for marketing decision making?		12.25 out of 14	
Discuss the nature of sampling plans?		12.25 out of 14	
Scan the marketplace to identify factors that could influence merchandising decisions?		12.25 out of 14	
Explain the role of situation analysis in the marketing planning process?		12.25 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		5.25 out of 6	
Show evidence of creativity?		3.50 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	

### Automotive Services Marketing Series

<b>Composite Score</b>	Illinois	<b>76.38 out of 100</b>	
	International	<b>78.07 out of 100</b>	
Role Play 1	Illinois	74.75 out of 100	
	International	78.82 out of 100	
Generate product ideas?		12.00 out of 14	
Develop positioning concept for a new product idea?		11.25 out of 14	
Describe factors used by marketers to position products/services?		10.25 out of 14	
Describe the role of customer voice in branding?		10.00 out of 14	
Explain the concept of marketing strategies?		10.50 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	

# Judge Assessment

## Illinois

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### Automotive Services Marketing Series, continued

Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.25 out of 6	
Show evidence of creativity?	4.00 out of 6	
Overall impression and responses to the judge's questions	4.25 out of 6	
Role Play 2	Illinois 78.00 out of 100	
	International 78.40 out of 100	
Describe the use of technology in the selling function?	10.50 out of 14	
Explain the role of customer service as a component of selling relationships?	11.50 out of 14	
Discuss motivational theories that impact buying behavior?	12.00 out of 14	
Identify a product/service's competitive advantage?	10.75 out of 14	
Demonstrate a customer service mindset?	11.75 out of 14	
Reason effectively and use systems thinking?	4.25 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.50 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and responses to the judge's questions	4.50 out of 6	

### Business Finance Series

<b>Composite Score</b>	Illinois 72.89 out of 100	
	International 71.53 out of 100	
Final Role-Play	Illinois 73.00 out of 100	
	International 80.33 out of 100	
Explain the concept of private enterprise?	10.00 out of 14	
Identify factors affecting a business's profit?	10.00 out of 14	
Determine factors affecting business risk?	10.00 out of 14	
Explain the concept of competition?	10.00 out of 14	

# Judge Assessment

## Illinois

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### Business Finance Series, continued

Discuss the nature of short-term (operating) financial plans?	8.00 out of 14	
Reason effectively and use systems thinking?	5.00 out of 6	
Make judgments and decisions, and solve problems?	5.00 out of 6	
Communicate clearly?	6.00 out of 6	
Show evidence of creativity?	5.00 out of 6	
Overall impression and responses to the judge's questions	4.00 out of 6	
Role Play 1	Illinois 76.25 out of 100	
	International 73.61 out of 100	
Discuss external forces affecting a company's value?	11.50 out of 14	
Distinguish between economic goods and services?	10.75 out of 14	
Describe the concepts of economics and economic activities?	10.50 out of 14	
Determine economic utilities created by business activities?	10.25 out of 14	
Explain the principles of supply and demand?	12.00 out of 14	
Reason effectively and use systems thinking?	4.00 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly?	4.75 out of 6	
Show evidence of creativity?	4.00 out of 6	
Overall impression and responses to the judge's questions	4.25 out of 6	
Role Play 2	Illinois 69.50 out of 100	
	International 68.34 out of 100	
Explain the nature of balance sheets?	10.75 out of 14	
Explain how value is created for a company?	10.00 out of 14	
Maintain financial records?	9.50 out of 14	
Discuss the analysis of a company's financial situation using its financial statements?	9.75 out of 14	
Explain the need for financial information?	9.50 out of 14	
Reason effectively and use systems thinking?	4.00 out of 6	





# Judge Assessment

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### Business Finance Series, continued

Make judgments and decisions, and solve problems?	3.75 out of 6	
Communicate clearly?	4.25 out of 6	
Show evidence of creativity?	3.75 out of 6	
Overall impression and responses to the judge's questions	4.25 out of 6	

### Business Growth Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>58.00 out of 100</b>	
	<b>International</b>	<b>73.31 out of 100</b>	
Role Play 1	Illinois	48.57 out of 100	
	International	68.69 out of 100	
One- to three-page description of the project		5.71 out of 10	
Type of business owned and operated and description of the current business operations		2.00 out of 3	
Description of the products and/or services offered		1.57 out of 3	
Unique characteristics of the business		1.29 out of 3	
Strengths of the business		1.57 out of 3	
Weaknesses of the business		2.00 out of 3	
Opportunities available for the business		1.57 out of 3	
Threats to the business		1.57 out of 3	
Expansion opportunities		2.14 out of 4	
Marketing plan		1.29 out of 4	
Demographics of market area		1.57 out of 3	
Current financial situation		1.57 out of 3	
Capital needed for expansion opportunities		1.14 out of 3	
Fixed overhead and cost of operations		0.71 out of 3	
Time to achieve profitability		0.71 out of 3	
Summary of key points		1.14 out of 3	
Professional layout, neatness, proper grammar, spelling and word usage		1.57 out of 3	



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### Business Growth Plan, continued

Role Play 2	Illinois	72.14 out of 100	
	International	76.74 out of 100	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation		6.43 out of 8	
Create processes for ongoing opportunity recognition		5.71 out of 8	
Develop plan to invest resources into improving current products or creating new ones		5.29 out of 8	
Assess risks associated with the venture		6.00 out of 8	
Determine relationships among total revenue, marginal revenue, output and profit		5.43 out of 8	

### Business Law and Ethics Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>79.33 out of 100</b>	
	<b>International</b>	<b>74.16 out of 100</b>	
Role Play 2	Illinois	79.33 out of 100	
	International	73.42 out of 100	
Explain the types of economic systems?		8.33 out of 10	
Determine factors affecting business risk?		9.00 out of 10	
Explain the principles of supply and demand?		8.00 out of 10	
Explain the nature of business ethics?		8.00 out of 10	
Recognize and respond to ethical dilemmas?		8.00 out of 10	
Explain ethical considerations in providing information?		7.33 out of 10	
Explain information privacy, security, and confidentiality considerations in business?		7.33 out of 10	
Reason effectively and use systems thinking?		4.33 out of 6	
Make judgments and decisions, and solve problems?		4.33 out of 6	
Communicate clearly and show evidence of collaboration?		5.33 out of 6	
Show evidence of creativity?		4.33 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	

### Business Service Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>68.75 out of 100</b>	
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### Business Service Marketing Series, continued

	<b>International</b>	<b>70.34 out of 100</b>	
Role Play 1	Illinois	70.25 out of 100	
	International	71.26 out of 100	
Communicate core values of a product/service?		11.00 out of 14	
Determine ways of reinforcing the company's image through employee performance?		11.00 out of 14	
Develop rapport with customers?		9.25 out of 14	
Handle customer/client complaints?		10.00 out of 14	
Discuss actions employees can take to achieve the company's desired results?		9.25 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	
Communicate clearly?		3.75 out of 6	
Show evidence of creativity?		3.25 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	
Role Play 2	Illinois	67.25 out of 100	
	International	69.35 out of 100	
Identify a product/service's competitive advantage?		9.75 out of 14	
Explain the selling process?		9.50 out of 14	
Explain factors that influence customer/client/business buying behavior?		10.00 out of 14	
Discuss actions employees can take to achieve the company's desired results?		9.50 out of 14	
Demonstrate connections between company actions and results?		8.75 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		3.75 out of 6	
Communicate clearly?		4.75 out of 6	
Show evidence of creativity?		3.75 out of 6	
Overall impression and responses to the judge's questions		3.50 out of 6	

# Judge Assessment


## Illinois

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### Business Service Marketing Series, continued

### Business Services Operations Research

<b>Composite Score</b>	<b>Illinois</b>	<b>77.63 out of 100</b>	
	<b>International</b>	<b>77.97 out of 100</b>	
<b>Role Play 1</b>	<b>Illinois</b>	<b>68.96 out of 100</b>	
	<b>International</b>	<b>75.75 out of 100</b>	
Executive Summary: One- to three-page description of the project		7.63 out of 10	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.00 out of 3	
Overview of the business or organization's current customer experience		2.00 out of 3	
Description and rationale of research methodologies selected to conduct the research study		3.25 out of 4	
Process used to conduct the selected research methods		2.63 out of 4	
Findings of the research study		3.00 out of 4	
Conclusions based on the findings		3.38 out of 4	
Objectives and rationale of the proposed strategic plan		3.25 out of 6	
Proposed activities and timelines		3.25 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		4.00 out of 6	
Costs associated with proposed strategies		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.00 out of 3	
<b>Role Play 2</b>	<b>Illinois</b>	<b>90.63 out of 100</b>	
	<b>International</b>	<b>82.14 out of 100</b>	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.88 out of 10	
Describe methods used to design research study?		5.38 out of 6	
Interpret the research data into information for decision-making?		5.50 out of 6	
Describe strategies and approaches for leading change?		5.50 out of 6	
Describe the nature of budgets?		5.50 out of 6	

# Judge Assessment

## Illinois

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### Business Services Operations Research, continued

Professional standards (appearance, poise, confidence),  
presentation technique, effective use of visuals and  
participation of all 5.50 out of 6



### Buying and Merchandising Operations Research

#### Composite Score

Illinois 64.86 out of 100



International 76.70 out of 100



#### Role Play 1

Illinois 56.90 out of 100



International 73.16 out of 100



Executive Summary: One- to three-page description of the  
project 6.14 out of 10



Description of the business or organization 1.71 out of 3



Description of the community (economic, geographic,  
demographic and socioeconomic factors) 1.71 out of 3



Overview of the business or organization's current  
customer experience 1.43 out of 3



Description and rationale of research methodologies  
selected to conduct the research study 2.43 out of 4



Process used to conduct the selected research methods 2.43 out of 4



Findings of the research study 2.43 out of 4



Conclusions based on the findings 2.43 out of 4



Objectives and rationale of the proposed strategic plan 3.14 out of 6



Proposed activities and timelines 3.43 out of 6



Proposed metrics or key performance indicators to  
measure plan effectiveness 2.71 out of 6



Costs associated with proposed strategies 2.43 out of 4



Professional layout, neatness, proper grammar, spelling  
and word usage 1.71 out of 3



#### Role Play 2

Illinois 76.79 out of 100



International 80.82 out of 100



Opening presentation: description of the plan;  
organization, clarity and effectiveness of the presentation 7.29 out of 10



Describe methods used to design research study? 4.43 out of 6



Interpret the research data into information for decision-  
making? 4.86 out of 6



# Judge Assessment

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### Buying and Merchandising Operations Research, continued

Describe strategies and approaches for leading change?	4.86 out of 6	
Describe the nature of budgets?	4.86 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.43 out of 6	

### Buying and Merchandising Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>77.75 out of 100</b>	
	<b>International</b>	<b>73.56 out of 100</b>	
Role Play 2	Illinois	77.75 out of 100	
	International	73.01 out of 100	
Explain the concept of product mix?		8.00 out of 10	
Describe the nature of product bundling?		7.75 out of 10	
Identify the impact of product life cycles on marketing decisions?		7.50 out of 10	
Describe factors used by marketers to position products/services?		8.00 out of 10	
Explain factors affecting pricing decisions?		7.50 out of 10	
Explain company selling policies?		8.00 out of 10	
Determine factors affecting business risk?		7.50 out of 10	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly and show evidence of collaboration?		5.00 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and responses to the judge's questions		4.75 out of 6	

### Community Service Project

<b>Composite Score</b>	<b>Illinois</b>	<b>87.17 out of 100</b>	
	<b>International</b>	<b>84.32 out of 100</b>	
Role Play 1	Illinois	88.33 out of 100	
	International	81.96 out of 100	

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### Community Service Project, continued

Executive Summary: One- to three-page description of the project	8.17 out of 10	
Historic background of the selected community service or charity	4.00 out of 4	
Description of the local DECA chapter, school and community	3.83 out of 4	
Purpose of the project	4.00 out of 4	
Rationale for selecting the community service or charitable project	3.50 out of 4	
Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service	3.50 out of 4	
Organizational chart, member involvement and job description	4.67 out of 5	
Description of the project and documentation	3.83 out of 5	
Impact goal for the beneficiary	4.50 out of 5	
Evaluation of the project	3.50 out of 4	
Impact of the community service or charitable project	3.50 out of 4	
Recommendation(s) for future projects	3.50 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	2.50 out of 3	

Role Play 2	Illinois	85.42 out of 100	
	International	88.16 out of 100	

Opening presentation; overview and description of the project	8.67 out of 10	
Organization, clarity and effectiveness of the presentation	4.00 out of 5	
Initiate the project by identifying an issue and creating objectives?	4.17 out of 5	
Plan and organize the project?	4.50 out of 5	
Execute and implement the project?	4.67 out of 5	
Evaluate and close the project?	4.17 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.00 out of 5	

### Creative Marketing Project

Composite Score	Illinois	81.50 out of 100	
	International	78.36 out of 100	

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## Illinois

Region: IL

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### Creative Marketing Project, continued

Role Play 1	Illinois	82.50 out of 100	
	International	75.74 out of 100	
Executive Summary: One- to three-page description of the project		8.75 out of 10	
Statement of problem		3.75 out of 4	
Significance of the problem studied		3.75 out of 4	
Appropriate background information		3.75 out of 4	
Description of secondary research conducted		2.50 out of 4	
Description of primary research conducted		4.00 out of 4	
Description of the involvement of chapter members and businesspeople		2.25 out of 4	
Presentation of findings		3.00 out of 4	
Presentation of conclusions		3.75 out of 4	
Recommendations resulting from the study		3.75 out of 4	
Projected outcomes from the implementation		2.25 out of 4	
Plan for implementing the recommendations		3.00 out of 4	
Project presented to appropriate officials		2.25 out of 3	
Professional layout, neatness, proper grammar, spelling and word usage		2.75 out of 3	
Role Play 2	Illinois	80.00 out of 100	
	International	80.84 out of 100	
Opening presentation: overview and description of the project		6.75 out of 10	
Organization, clarity and effectiveness of the presentation		3.75 out of 5	
Initiate the project by identifying the problem to be studied?		4.75 out of 5	
Plan and organize the project?		4.00 out of 5	
Execute the research study?		4.00 out of 5	
Evaluate and close the project?		4.75 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.00 out of 5	

### Entrepreneurship Promotion Project

Composite Score	Illinois	83.00 out of 100	
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# Judge Assessment

## Illinois





Region: IL

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### Entrepreneurship Promotion Project, continued

	<b>International</b>	<b>82.00 out of 100</b>	
Role Play 1	Illinois	80.00 out of 100	
	International	82.39 out of 100	
Executive Summary: One- to three-page description of the project		7.00 out of 10	
Description of the local DECA chapter and the school and community		7.00 out of 7	
Purpose of activity(ies)		6.00 out of 8	
Planning and organization of activity(ies)		6.00 out of 8	
Implementation of activity(ies)		6.00 out of 8	
Evaluation of campaign?		7.00 out of 8	
Recommendations for additional new activity(ies) for future campaigns		7.00 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		2.00 out of 3	
Role Play 2	Illinois	87.50 out of 100	
	International	81.50 out of 100	
Opening presentation; overview and description of the project		8.00 out of 10	
Organization, clarity and effectiveness of the presentation		4.00 out of 5	
Initiate the project by identifying the focus of the campaign?		5.00 out of 5	
Plan and organize the project?		5.00 out of 5	
Execute and implement the campaign?		5.00 out of 5	
Evaluate and close the project?		4.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.00 out of 5	

### Entrepreneurship Series

<b>Composite Score</b>	<b>Illinois</b>	<b>77.56 out of 100</b>	
	<b>International</b>	<b>70.20 out of 100</b>	
Final Role-Play	Illinois	100.00 out of 100	
	International	96.40 out of 100	





























# Judge Assessment

## Illinois

Region: IL

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### Entrepreneurship Series, continued

Discuss the nature of human resources management?	14.00 out of 14	
Explain factors to consider in determining a venture's human resources needs?	14.00 out of 14	
Explain considerations in making the decision to hire staff?	14.00 out of 14	
Determine hiring needs?	14.00 out of 14	
Foster "right" environment for employees?	14.00 out of 14	
Reason effectively and use systems thinking?	6.00 out of 6	
Make judgments and decisions, and solve problems?	6.00 out of 6	
Communicate clearly?	6.00 out of 6	
Show evidence of creativity?	6.00 out of 6	
Overall impression and responses to the judge's questions	6.00 out of 6	
Role Play 1	Illinois 74.50 out of 100	
	International 68.60 out of 100	
Explain the role of promotion as a marketing function?	11.25 out of 14	
Identify types of public relations activities?	11.00 out of 14	
Identify communications channels used in public relations activities?	11.25 out of 14	
Explain the concept of market and market identification?	11.00 out of 14	
Explain factors that influence customer/client/business buying behavior?	9.25 out of 14	
Reason effectively and use systems thinking?	3.50 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.25 out of 6	
Show evidence of creativity?	4.75 out of 6	
Overall impression and responses to the judge's questions	4.25 out of 6	
Role Play 2	Illinois 75.00 out of 100	
	International 68.61 out of 100	
Describe legal issues affecting business?	11.25 out of 14	
Determine feasibility of venture ideas?	11.00 out of 14	

# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Entrepreneurship Series, continued

Assess risks associated with venture?	10.75 out of 14	
Use creative problem solving in business activities/decisions?	11.00 out of 14	
Establish safety policies and procedures?	9.75 out of 14	
Reason effectively and use systems thinking?	4.00 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly?	4.50 out of 6	
Show evidence of creativity?	3.75 out of 6	
Overall impression and responses to the judge's questions	4.75 out of 6	

### Entrepreneurship Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>80.33 out of 100</b>	
	<b>International</b>	<b>74.96 out of 100</b>	
Final Role-Play	Illinois	79.50 out of 100	
	International	77.30 out of 100	
Describe entrepreneurial planning considerations?		8.00 out of 10	
Explain tools used by entrepreneurs for venture planning?		8.00 out of 10	
Describe external resources useful to entrepreneurs during concept development?		7.50 out of 10	
Use creative problem-solving in business activities/decisions?		8.00 out of 10	
Create processes for ongoing opportunity recognition?		7.50 out of 10	
Determine factors affecting business risk?		7.50 out of 10	
Demonstrate connections between company actions and results?		7.50 out of 10	
Reason effectively and use systems thinking?		5.50 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly and show evidence of collaboration?		5.00 out of 6	
Show evidence of creativity?		4.50 out of 6	
Overall impression and responses to the judge's questions		5.50 out of 6	
Role Play 2	Illinois	80.75 out of 100	

# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Entrepreneurship Team Decision Making, continued

	International	Score	Bar
		74.66 out of 100	
Develop marketing plan?		8.50 out of 10	
Set marketing goals and objectives?		7.50 out of 10	
Explain the concept of marketing strategies?		8.25 out of 10	
Explain the concept of market and market identification?		8.75 out of 10	
Build corporate brand?		7.25 out of 10	
Explain the role of promotion as a marketing function?		8.25 out of 10	
Explain factors that influence customer/client/business buying behavior?		7.75 out of 10	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		4.75 out of 6	
Communicate clearly and show evidence of collaboration?		5.25 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	

### Fashion Merchandising Promotion Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>71.50 out of 100</b>	
	<b>International</b>	<b>76.74 out of 100</b>	
Role Play 2	Illinois	71.50 out of 100	
	International	76.37 out of 100	
Executive Summary: One-page description of the promotion plan		7.25 out of 10	
The fact sheets show evidence of a realistic knowledge of fashion merchandising and are well-organized and presented in a logical manner		7.25 out of 10	
The fact sheets have a professional layout and contain proper grammar, spelling and word usage		4.75 out of 5	
The description of the store and objectives of the promotion plan are clearly defined		5.25 out of 10	
The schedule of events shows continuity and logical order		6.25 out of 8	
The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities		9.75 out of 15	
The responsibility sheet is compatible with the size and location of the store as described		5.75 out of 8	

# Judge Assessment

## Illinois

Region: IL

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### Fashion Merchandising Promotion Plan, continued

The budget is realistic for the promotion plan based on size and location of the store. All costs that would be incurred have been considered	4.50 out of 8	
The promotion plan stresses the benefits to the retail establishment	6.50 out of 8	
The promotion plan shows real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	5.25 out of 8	
The oral presentation shows evidence of realistic knowledge of promotion principles and is well-organized and presented in a logical manner	4.50 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	4.50 out of 5	

### Finance Operations Research Event

<b>Composite Score</b>	<b>Illinois</b>	<b>73.14 out of 100</b>	
	<b>International</b>	<b>77.51 out of 100</b>	
Role Play 1	Illinois	75.24 out of 100	
	International	74.90 out of 100	
Executive Summary: One- to three-page description of the project		7.14 out of 10	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.43 out of 3	
Overview of the business or organization's current customer experience		2.00 out of 3	
Description and rationale of research methodologies selected to conduct the research study		2.71 out of 4	
Process used to conduct the selected research methods		3.29 out of 4	
Findings of the research study		3.71 out of 4	
Conclusions based on the findings		3.43 out of 4	
Objectives and rationale of the proposed strategic plan		4.86 out of 6	
Proposed activities and timelines		4.86 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.71 out of 6	
Costs associated with proposed strategies		2.57 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.43 out of 3	

# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Finance Operations Research Event, continued

Role Play 2	Illinois	70.00 out of 100	
	International	81.79 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		7.29 out of 10	
Describe methods used to design research study?		4.14 out of 6	
Interpret the research data into information for decision-making?		4.14 out of 6	
Describe strategies and approaches for leading change?		4.14 out of 6	
Describe the nature of budgets?		4.14 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.14 out of 6	

### Financial Consulting

<b>Composite Score</b>	<b>Illinois</b>	<b>73.00 out of 100</b>	
	<b>International</b>	<b>74.88 out of 100</b>	
Role Play 2	Illinois	73.00 out of 100	
	International	74.12 out of 100	
Presented an effective and engaging opening		4.67 out of 7	
Established relationship with customer/client		5.67 out of 8	
Communicated understanding of customer/client needs		5.33 out of 8	
Facilitated customer/client buying decisions		5.00 out of 8	
Recommended specific product(s)/service(s)/action(s)		5.33 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)		5.67 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)		5.67 out of 7	
Prescribed solution to customer/client needs		5.33 out of 8	
Effectively answered customer/client questions and concerns		6.33 out of 8	
Effectively closed the sale or ended the consultation		7.33 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation		8.33 out of 10	

# Judge Assessment

## Illinois

Region: IL

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### Financial Consulting, continued

Professional appearance, poise and confidence	4.33 out of 5	
Overall general impression	4.00 out of 5	

### Financial Literacy Promotion Project

<b>Composite Score</b>	<b>Illinois</b>	<b>80.89 out of 100</b>	
	<b>International</b>	<b>75.24 out of 100</b>	
Final Manual	Illinois	80.00 out of 100	
	International	76.32 out of 100	
Executive Summary: One- to three-page description of the project		8.00 out of 10	
Description of the local DECA chapter and the school and community		6.00 out of 7	
Purpose of activity(ies)		6.00 out of 8	
Planning and organization of activity(ies)		6.00 out of 8	
Implementation of activity(ies)		7.00 out of 8	
Evaluation of campaign		7.00 out of 8	
Recommendations for additional new activity(ies) for future campaigns		6.00 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		2.00 out of 3	
Final Role-Play	Illinois	77.50 out of 100	
	International	76.42 out of 100	
Opening presentation: overview and description of the project		7.00 out of 10	
Organization, clarity and effectiveness of the presentation		4.00 out of 5	
Initiate the project by identifying the focus of the campaign?		4.00 out of 5	
Plan and organize the project?		4.00 out of 5	
Execute and implement the campaign?		4.00 out of 5	
Evaluate and close the project?		4.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.00 out of 5	
Role Play 1	Illinois	79.76 out of 100	

# Judge Assessment

## Illinois

Region: IL

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### Financial Literacy Promotion Project, continued

	International	74.06 out of 100	
Executive Summary: One- to three-page description of the project		7.43 out of 10	
Description of the local DECA chapter and the school and community		5.57 out of 7	
Purpose of activity(ies)		6.57 out of 8	
Planning and organization of activity(ies)		7.00 out of 8	
Implementation of activity(ies)		6.71 out of 8	
Evaluation of campaign		6.29 out of 8	
Recommendations for additional new activity(ies) for future campaigns		6.29 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		2.00 out of 3	
Role Play 2	Illinois	83.93 out of 100	
	International	76.56 out of 100	
Opening presentation: overview and description of the project		7.86 out of 10	
Organization, clarity and effectiveness of the presentation		4.29 out of 5	
Initiate the project by identifying the focus of the campaign?		4.29 out of 5	
Plan and organize the project?		4.29 out of 5	
Execute and implement the campaign?		4.29 out of 5	
Evaluate and close the project?		4.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.57 out of 5	

### Financial Services Team Decision Making

<b>Composite Score</b>	Illinois	<b>79.80 out of 100</b>	
	International	<b>80.93 out of 100</b>	
Final Role-Play	Illinois	88.00 out of 100	
	International	88.45 out of 100	
Identify the impact of small business/entrepreneurship on market economies?		8.00 out of 10	
Determine factors affecting business risk?		9.00 out of 10	

# Judge Assessment

## Illinois

Region: IL

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### Financial Services Team Decision Making, continued

Explain the concept of competition?	9.00 out of 10	
Discuss the measure of consumer spending as an economic indicator?	8.00 out of 10	
Explain how organizations adapt to today's markets?	9.00 out of 10	
Describe the role of financial institutions?	9.00 out of 10	
Discuss considerations in selecting a financial-services provider?	10.00 out of 10	
Reason effectively and use systems thinking?	5.00 out of 6	
Make judgments and decisions, and solve problems?	5.00 out of 6	
Communicate clearly and show evidence of collaboration?	5.00 out of 6	
Show evidence of creativity?	5.00 out of 6	
Overall impression and responses to the judge's questions	6.00 out of 6	

Role Play 2	Illinois	77.75 out of 100	
	International	79.94 out of 100	

Explain the nature and scope of the financial-information management function?	7.50 out of 10	
Explain the role of ethics in financial-information management?	8.25 out of 10	
Describe the use of technology in the financial-information management function?	8.25 out of 10	
Describe techniques used to analyze customer financial information?	7.50 out of 10	
Explain the principles of data analysis?	7.00 out of 10	
Translate research findings into actionable business recommendations?	7.25 out of 10	
Explain legal issues associated with information management?	8.25 out of 10	
Reason effectively and use systems thinking?	4.50 out of 6	
Make judgments and decisions, and solve problems?	4.75 out of 6	
Communicate clearly and show evidence of collaboration?	5.25 out of 6	
Show evidence of creativity?	4.50 out of 6	
Overall impression and responses to the judge's questions	4.75 out of 6	

### Food Marketing Series

Composite Score	Illinois	79.11 out of 100	
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# Judge Assessment

## Illinois

Region: IL

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### Food Marketing Series, continued

	<b>International</b>	<b>67.15 out of 100</b>	
Final Role-Play	Illinois	86.00 out of 100	
	International	60.76 out of 100	
Explain the nature of marketing plans?		13.00 out of 14	
Explain the concept of marketing strategies?		13.00 out of 14	
Explain the concept of market and market identification?		13.00 out of 14	
Coordinate channel management with other marketing activities?		11.00 out of 14	
Participate in community outreach activities?		10.00 out of 14	
Reason effectively and use systems thinking?		6.00 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly?		6.00 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 1	Illinois	79.00 out of 100	
	International	63.73 out of 100	
Describe marketing functions and related activities?		9.25 out of 14	
Explain factors that influence customer/client/business buying behavior?		11.75 out of 14	
Demonstrate connections between company actions and results?		11.25 out of 14	
\\\"Sell\\\" ideas to others?		10.25 out of 14	
Assess product packaging requirements?		11.50 out of 14	
Reason effectively and use systems thinking?		4.75 out of 6	
Make judgments and decisions, and solve problems?		5.25 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 2	Illinois	77.50 out of 100	

# Judge Assessment

## Illinois

Region: IL

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### Food Marketing Series, continued

	International	Score	Visual
		71.43 out of 100	
Explain types of advertising media?		11.00 out of 14	
Explain the components of advertisements?		11.50 out of 14	
Explain the importance of coordinating elements in advertisements?		11.50 out of 14	
Explain the nature of product/service branding?		10.50 out of 14	
Identify a product/service's competitive advantage?		11.00 out of 14	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		4.75 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	

### Franchise Business Plan

	Illinois	Score	Visual
<b>Composite Score</b>	<b>Illinois</b>	<b>65.80 out of 100</b>	
	<b>International</b>	<b>71.15 out of 100</b>	
Role Play 1	Illinois	66.33 out of 100	
	International	68.44 out of 100	
Executive Summary: One- to three-page summary of the business model		7.80 out of 10	
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure		3.20 out of 5	
Business Environment: Description of how environmental factors may affect the business		3.00 out of 5	
Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions		3.40 out of 5	
Present Market: Description of the present market, growth potential and pricing policy		3.00 out of 5	
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses		3.20 out of 5	
Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.		3.20 out of 5	
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel		3.00 out of 5	

# Judge Assessment

## Illinois

Region: IL

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### Franchise Business Plan, continued

Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart.

3.60 out of 5



Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Two year projected operating statement. One-year projected cash flow statement.

3.20 out of 5



Conclusion: Specific request for financing, summary of key points supporting the financial request

3.20 out of 5



#### Role Play 2

Illinois

65.00 out of 100



International

73.75 out of 100



Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation

3.60 out of 5



Assess opportunities for venture creation

3.40 out of 5



Determine feasibility of venture ideas

3.60 out of 5



Assess start-up requirements

3.00 out of 5



Evaluate risk-taking opportunities

3.00 out of 5



Explain the complexity of business operations

3.00 out of 5



Determine relationships among total revenue, marginal revenue, output and profit

3.40 out of 5



Describe marketing functions and related activities

3.00 out of 5



### Hospitality and Tourism Operations Research

#### Composite Score

Illinois

79.33 out of 100



International

75.98 out of 100



#### Role Play 1

Illinois

80.56 out of 100



International

72.25 out of 100



Executive Summary: One- to three-page description of the project

7.67 out of 10



Description of the business or organization

2.33 out of 3



Description of the community (economic, geographic, demographic and socioeconomic factors)

2.33 out of 3



Overview of the business or organization's current customer experience

3.00 out of 3



Description and rationale of research methodologies selected to conduct the research study

3.33 out of 4



# Judge Assessment

## Illinois

Region: IL

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### Hospitality and Tourism Operations Research, continued

Process used to conduct the selected research methods	3.33 out of 4	
Findings of the research study	3.67 out of 4	
Conclusions based on the findings	3.33 out of 4	
Objectives and rationale of the proposed strategic plan	4.33 out of 6	
Proposed activities and timelines	5.00 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	4.33 out of 6	
Costs associated with proposed strategies	3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	2.67 out of 3	

Role Play 2	Illinois	77.50 out of 100	
	International	79.94 out of 100	

Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	7.67 out of 10	
Describe methods used to design research study?	5.00 out of 6	
Interpret the research data into information for decision-making?	4.67 out of 6	
Describe strategies and approaches for leading change?	4.33 out of 6	
Describe the nature of budgets?	4.67 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.67 out of 6	

### Hospitality and Tourism Professional Selling

Composite Score	Illinois	83.25 out of 100	
	International	72.17 out of 100	

Final Role-Play	Illinois	88.00 out of 100	
	International	87.84 out of 100	

Presented an effective and engaging opening	5.00 out of 7	
Established relationship with customer/client	5.00 out of 8	
Communicated understanding of customer/client needs	7.00 out of 8	
Facilitated customer/client buying decisions	6.00 out of 8	










# Judge Assessment

## Illinois

Region: IL

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### Hospitality and Tourism Professional Selling, continued

Recommended specific product(s)/service(s)/action(s)	8.00 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	6.00 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	6.00 out of 7	
Prescribed solution to customer/client needs	8.00 out of 8	
Effectively answered customer/client questions and concerns	8.00 out of 8	
Effectively closed the sale or ended the consultation	10.00 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	10.00 out of 10	
Professional appearance, poise and confidence	5.00 out of 5	
Overall general impression	4.00 out of 5	

#### Role Play 2

Illinois














81.67 out of 100



International

70.19 out of 100



Presented an effective and engaging opening	5.00 out of 7	
Established relationship with customer/client	6.00 out of 8	
Communicated understanding of customer/client needs	6.33 out of 8	
Facilitated customer/client buying decisions	6.00 out of 8	
Recommended specific product(s)/service(s)/action(s)	7.00 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	7.00 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	4.67 out of 7	
Prescribed solution to customer/client needs	6.33 out of 8	
Effectively answered customer/client questions and concerns	7.33 out of 8	
Effectively closed the sale or ended the consultation	7.67 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	9.00 out of 10	
Professional appearance, poise and confidence	4.67 out of 5	
Overall general impression	4.67 out of 5	

### Hospitality Services Team Decision Making

Composite Score

Illinois

83.20 out of 100




























# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Hospitality Services Team Decision Making, continued

	International	75.63 out of 100	
Final Role-Play	Illinois	93.00 out of 100	
	International	79.20 out of 100	
Differentiate between service marketing and product marketing?		9.00 out of 10	
Explain factors that influence customer/client/business buying behavior?		10.00 out of 10	
Discuss actions employees can take to achieve the company's desired results?		9.00 out of 10	
Demonstrate connections between company actions and results?		9.00 out of 10	
Explain the concept of product mix?		9.00 out of 10	
Explain promotional methods used by the hospitality and tourism industry?		9.00 out of 10	
Recognize/reward others for their efforts and contributions?		9.00 out of 10	
Reason effectively and use systems thinking?		6.00 out of 6	
Make judgments and decisions, and solve problems?		6.00 out of 6	
Communicate clearly and show evidence of collaboration?		6.00 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and responses to the judge's questions		6.00 out of 6	
Role Play 2	Illinois	80.75 out of 100	
	International	75.20 out of 100	
Identify a company's brand promise?		8.75 out of 10	
Differentiate between offering services and offering products in hospitality and tourism?		8.25 out of 10	
Identify factors associated with positive customer experiences?		8.25 out of 10	
Anticipate unspoken customer needs?		8.00 out of 10	
Explain factors that motivate people to choose a hospitality and tourism site?		8.00 out of 10	
Explain the nature of product/service branding?		7.75 out of 10	
Explain the concept of market and market identification?		7.25 out of 10	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	

# Judge Assessment

## Illinois

Region: IL

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### Hospitality Services Team Decision Making, continued

Communicate clearly and show evidence of collaboration?	5.50 out of 6	
Show evidence of creativity?	5.25 out of 6	
Overall impression and responses to the judge's questions	5.00 out of 6	

### Hotel and Lodging Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>71.75 out of 100</b>	
	<b>International</b>	<b>69.92 out of 100</b>	
Role Play 1	Illinois	71.00 out of 100	
	International	69.38 out of 100	
Explain the concept of product in the hospitality and tourism industry?		10.00 out of 14	
Explain the nature of product/service branding?		10.00 out of 14	
Identify a product/service's competitive advantage?		10.00 out of 14	
Identify ways to segment hospitality and tourism markets?		10.25 out of 14	
Specify a standard rate?		11.50 out of 14	
Reason effectively and use systems thinking?		3.50 out of 6	
Make judgments and decisions, and solve problems?		3.50 out of 6	
Communicate clearly?		4.50 out of 6	
Show evidence of creativity?		3.25 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	
Role Play 2	Illinois	72.50 out of 100	
	International	71.22 out of 100	
Differentiate between service marketing and product marketing?		11.50 out of 14	
Explain factors that influence customer/client/business buying behavior?		10.50 out of 14	
Demonstrate connections between company actions and results?		10.25 out of 14	
Explain promotional methods used by the hospitality and tourism industry?		11.00 out of 14	
Explain the use of referrals among independently owned facilities?		9.50 out of 14	

# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Hotel and Lodging Management Series, continued

Reason effectively and use systems thinking?	4.00 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.50 out of 6	
Show evidence of creativity?	3.25 out of 6	
Overall impression and responses to the judge's questions	4.00 out of 6	

### Human Resources Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>71.75 out of 100</b>	
	<b>International</b>	<b>70.71 out of 100</b>	
Role Play 1	Illinois	67.75 out of 100	
	International	69.76 out of 100	
Describe ways that businesses build positive employer-employee relationships?		9.00 out of 14	
Foster employee engagement and commitment?		9.75 out of 14	
Describe the nature of benefit plans?		9.25 out of 14	
Demonstrate a customer service mindset?		10.75 out of 14	
Assess effectiveness of employee-relations activities?		11.00 out of 14	
Reason effectively and use systems thinking?		3.25 out of 6	
Make judgments and decisions, and solve problems?		3.75 out of 6	
Communicate clearly?		4.00 out of 6	
Show evidence of creativity?		3.25 out of 6	
Overall impression and responses to the judge's questions		3.75 out of 6	
Role Play 2	Illinois	75.75 out of 100	
	International	71.04 out of 100	
Discuss factors that impact human resources management?		10.75 out of 14	
Explain labor relations issues?		11.25 out of 14	
Explain the nature of organizational development?		10.00 out of 14	



# Judge Assessment

## Illinois

Region: IL

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### Human Resources Management Series, continued

Assess long-term value and impact of actions on others?	11.50 out of 14	
Demonstrate fairness?	10.75 out of 14	
Reason effectively and use systems thinking?	4.00 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly?	5.00 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and responses to the judge's questions	4.00 out of 6	

### Independent Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>70.50 out of 100</b>	
	<b>International</b>	<b>74.30 out of 100</b>	
Role Play 1	Illinois	63.33 out of 100	
	International	71.41 out of 100	
Executive Summary: One- to three-page summary of the business model		7.00 out of 10	
Problem: List of the top three problems the product/service is addressing		3.00 out of 5	
Customer Segments: Description of target customers		2.50 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		2.25 out of 4	
Solution: Description of the top three features of the product/service		3.25 out of 5	
Channels: Descriptions of the pathways to customers		3.25 out of 5	
Revenue Streams: Description of the revenue model and life time values		3.00 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		3.25 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		3.75 out of 5	
Key Metrics: Explanation of the key activities that must be measured		2.25 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		2.00 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request		2.50 out of 4	
Role Play 2	Illinois	81.25 out of 100	










# Judge Assessment

## Illinois












Region: IL

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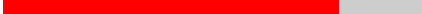
### Independent Business Plan, continued

	International	78.00 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.75 out of 5	
Assess opportunities for venture creation		4.25 out of 5	
Determine feasibility of venture ideas		3.75 out of 5	
Assess start-up requirements		3.75 out of 5	
Evaluate risk-taking opportunities		4.25 out of 5	
Explain the complexity of business operations		4.00 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit		4.00 out of 5	
Describe marketing functions and related activities		3.75 out of 5	

### Innovation Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>79.83 out of 100</b>	
	<b>International</b>	<b>72.93 out of 100</b>	
Role Play 2	Illinois	79.83 out of 100	
	International	72.63 out of 100	
Executive Summary: One-page summary of the business model		15.17 out of 20	
Problem: List of the top three problems the product/service is addressing		10.83 out of 14	
Customer Segments: Description of the target customers		11.17 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		10.67 out of 14	
Solution: Description of the top three features of the product/service		11.67 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture		11.83 out of 14	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		8.50 out of 10	

### International Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>72.00 out of 100</b>	
	<b>International</b>	<b>78.46 out of 100</b>	

# Judge Assessment

## Illinois

Region: IL

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### International Business Plan, continued

Role Play 1	Illinois	72.78 out of 100	
	International	79.62 out of 100	
Executive Summary: One- to three-page summary of the project		7.33 out of 10	
Analysis of the International Business Situation: . Description of economic, political and legal analysis; trade area and cultural analysis		2.83 out of 4	
Problem: Description of the top three problems the product/service is addressing		3.33 out of 4	
Customer Segments: Description of target customers		2.83 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		2.83 out of 4	
Solution: Description of the top three features of the product/service		2.50 out of 4	
Channels: Descriptions of the pathways to customers		3.00 out of 4	
Revenue Streams: Description of the revenue model and lifetime values		3.00 out of 4	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		3.50 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		3.67 out of 5	
Key Metrics: Explanation of the key activities that must be measured		3.00 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		2.83 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.00 out of 4	
Role Play 2	Illinois	70.83 out of 100	
	International	81.49 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.33 out of 5	
Assess opportunities for venture creation		3.83 out of 5	
Determine feasibility of venture ideas		3.50 out of 5	
Describe market-entry strategies for conducting business internationally		3.50 out of 5	
Evaluate risk-taking opportunities		3.33 out of 5	
Explain the complexity of business operations		3.50 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit		2.67 out of 5	

# Judge Assessment

## Illinois

Region: IL

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### International Business Plan, continued

Describe marketing functions and related activities 3.67 out of 5



### Learn and Earn Project

#### Composite Score

Illinois 77.60 out of 100



International 80.99 out of 100



#### Role Play 1

Illinois 75.33 out of 100



International 78.82 out of 100



Executive Summary: One- to three-page description of the project 7.40 out of 10



Type of project, product and/or service description, sources of information 2.20 out of 3



Trading area analysis 2.00 out of 3



Market segment analysis 2.60 out of 3



Proposed organization 3.00 out of 4



Proposed product/service 3.00 out of 4



Proposed marketing strategies 2.80 out of 4



Projected operating budget 2.80 out of 4



Rationale for the projected budget 2.80 out of 4



General project implementation 3.00 out of 4



Learning outcomes 3.60 out of 4



Earning outcomes 3.00 out of 4



Recommendations for future projects 2.20 out of 3



Plans for improving the learning and earning outcomes of the project 2.00 out of 3



Professional layout, neatness, proper grammar, spelling and word usage 2.80 out of 3



#### Role Play 2

Illinois 81.00 out of 100



International 85.17 out of 100



Opening presentation; overview and description of the project 7.20 out of 10



Organization, clarity and effectiveness of the presentation 4.40 out of 5



Initiate the project by identifying a single sales or service project to be run as a real business venture? 4.20 out of 5







# Judge Assessment

## Illinois

Region: IL

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### Learn and Earn Project, continued

Plan and organize the project?	4.20 out of 5	
Execute and implement the single sales or service activity?	4.20 out of 5	
Evaluate and close the project?	4.20 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.00 out of 5	

### Marketing Communications Series

<b>Composite Score</b>	<b>Illinois</b>	<b>84.67 out of 100</b>	
	<b>International</b>	<b>79.46 out of 100</b>	
Final Role-Play	Illinois	96.00 out of 100	
	International	87.10 out of 100	
Explain considerations in developing viral marketing campaigns?		14.00 out of 14	
Explain the concept of marketing strategies?		14.00 out of 14	
Explain ways that technology impacts marketing communications?		12.00 out of 14	
Describe current issues/trends in marketing communications?		14.00 out of 14	
Identify trends in social media space?		14.00 out of 14	
Reason effectively and use systems thinking?		6.00 out of 6	
Make judgments and decisions, and solve problems?		6.00 out of 6	
Communicate clearly?		6.00 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		6.00 out of 6	
Role Play 1	Illinois	82.00 out of 100	
	International	79.66 out of 100	
Explain the nature of communications plan?		12.00 out of 14	
Develop communications plan?		11.50 out of 14	
Explain the concept of "product" in marketing communications?		11.75 out of 14	
Generate marketing communications ideas?		11.25 out of 14	
Describe factors used by businesses to position corporate brands?		11.00 out of 14	

# Judge Assessment

## Illinois

Region: IL

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### Marketing Communications Series, continued

Reason effectively and use systems thinking?	4.75 out of 6	
Make judgments and decisions, and solve problems?	4.75 out of 6	
Communicate clearly?	5.25 out of 6	
Show evidence of creativity?	4.50 out of 6	
Overall impression and responses to the judge's questions	5.25 out of 6	

Role Play 2	Illinois	84.50 out of 100	
	International	78.34 out of 100	
Generate marketing communications ideas?		12.00 out of 14	
Set up cross-promotions?		12.25 out of 14	
Explain key factors in building a clientele?		11.00 out of 14	
Explain company selling policies?		11.25 out of 14	
Discuss motivational theories that will impact buying behavior?		12.50 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly?		5.50 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and responses to the judge's questions		5.25 out of 6	

### Marketing Management Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>70.50 out of 100</b>	
	<b>International</b>	<b>75.45 out of 100</b>	
Role Play 2	Illinois	70.50 out of 100	
	International	75.10 out of 100	
Explain the nature of marketing planning?		6.75 out of 10	
Explain the nature of marketing plans?		7.00 out of 10	
Explain the concept of marketing strategies?		7.25 out of 10	
Explain the concept of market and market identification?		7.00 out of 10	

# Judge Assessment

## Illinois

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### Marketing Management Team Decision Making, continued

Identify company's brand promise?	6.00 out of 10	
Describe factors used by marketers to position products/services?	7.25 out of 10	
Identify communications channels used in sales promotion?	7.50 out of 10	
Reason effectively and use systems thinking?	4.50 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly and show evidence of collaboration?	5.25 out of 6	
Show evidence of creativity?	3.50 out of 6	
Overall impression and responses to the judge's questions	4.25 out of 6	

### Personal Financial Literacy

<b>Composite Score</b>	<b>Illinois</b>	<b>82.33 out of 100</b>	
	<b>International</b>	<b>71.23 out of 100</b>	
Role Play 2	Illinois	82.33 out of 100	
	International	72.85 out of 100	
Describe the importance of various sources of income in retirement, including Social Security, employer-sponsored retirement savings plans and personal investments?		20.33 out of 24	
Illustrate how the concept of the time value of money applies to retirement planning?		21.67 out of 24	
Compare the consequences of delaying investment for retirement and benefits of investing early?		19.67 out of 24	
Reason effectively and use systems thinking?		5.33 out of 7	
Communicate clearly?		5.33 out of 7	
Show evidence of creativity?		4.33 out of 7	
Overall impression and responses to the judge's questions		5.67 out of 7	

### Principles of Business Management and Administration

<b>Composite Score</b>	<b>Illinois</b>	<b>73.80 out of 100</b>	
	<b>International</b>	<b>69.31 out of 100</b>	
Final Role-Play	Illinois	61.00 out of 100	

# Judge Assessment

## Illinois

Region: IL

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### Principles of Business Management and Administration, continued

	International	66.45 out of 100	
Discuss the nature of information management?		12.00 out of 18	
Explain the role of ethics in information management?		12.00 out of 18	
Obtain needed information efficiently?		10.00 out of 18	
Maintain customer records?		11.00 out of 18	
Reason effectively and use systems thinking?		4.00 out of 7	
Communicate clearly?		4.00 out of 7	
Show evidence of creativity?		4.00 out of 7	
Overall impression and responses to the judge's questions		4.00 out of 7	
Role Play 2	Illinois	77.00 out of 100	
	International	69.64 out of 100	
Handle customer/client complaints?		15.50 out of 18	
Reinforce service orientation through communication?		15.00 out of 18	
Identify company's brand promise?		12.25 out of 18	
Build and maintain relationships with customers?		13.25 out of 18	
Reason effectively and use systems thinking?		5.00 out of 7	
Communicate clearly?		5.75 out of 7	
Show evidence of creativity?		5.25 out of 7	
Overall impression and responses to the judge's questions		5.00 out of 7	

### Principles of Finance

<b>Composite Score</b>	<b>Illinois</b>	<b>71.75 out of 100</b>	
	<b>International</b>	<b>67.00 out of 100</b>	
Role Play 2	Illinois	71.75 out of 100	
	International	68.75 out of 100	
Explain the concept of accounting?		13.25 out of 18	
Describe the need for financial information?		13.50 out of 18	



# Judge Assessment

## Illinois

Region: IL

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### Principles of Finance, continued

Discuss the role of ethics in accounting?	15.50 out of 18	
Explain the nature of balance sheets?	11.50 out of 18	
Reason effectively and use systems thinking?	4.25 out of 7	
Communicate clearly?	5.00 out of 7	
Show evidence of creativity?	3.75 out of 7	
Overall impression and responses to the judge's questions	5.00 out of 7	

### Principles of Hospitality and Tourism

<b>Composite Score</b>	<b>Illinois</b>	<b>77.50 out of 100</b>	
	<b>International</b>	<b>74.78 out of 100</b>	
Final Role-Play	Illinois	59.50 out of 100	
	International	75.90 out of 100	
Determine the nature of organizational goals?		10.50 out of 18	
Ascertain employee's role in meeting organizational goals?		10.50 out of 18	
Utilize resources that can contribute to professional development?		12.00 out of 18	
Identify skills needed to enhance career progression?		11.00 out of 18	
Reason effectively and use systems thinking?		3.50 out of 7	
Communicate clearly?		4.50 out of 7	
Show evidence of creativity?		3.50 out of 7	
Overall impression and responses to the judge's questions		4.00 out of 7	
Role Play 2	Illinois	86.50 out of 100	
	International	74.65 out of 100	
Exhibit a positive attitude?		16.25 out of 18	
Solicit feedback?		16.25 out of 18	
Explain the use of feedback for personal growth?		16.75 out of 18	
Use social media to solicit new ideas and solutions?		15.75 out of 18	
Reason effectively and use systems thinking?		5.50 out of 7	

# Judge Assessment

## Illinois

Region: IL

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### Principles of Hospitality and Tourism, continued

Communicate clearly?	5.75 out of 7	
Show evidence of creativity?	4.75 out of 7	
Overall impression and responses to the judge's questions	5.50 out of 7	

### Principles of Marketing

<b>Composite Score</b>	<b>Illinois</b>	<b>74.60 out of 100</b>	
	<b>International</b>	<b>63.15 out of 100</b>	
Final Role-Play	Illinois	80.00 out of 100	
	International	72.55 out of 100	
Explain the nature of effective communications?		15.00 out of 18	
Solicit feedback?		14.00 out of 18	
Use social media to solicit new ideas and solutions?		15.00 out of 18	
Recognize/reward others for their efforts and contributions?		14.00 out of 18	
Reason effectively and use systems thinking?		5.00 out of 7	
Communicate clearly?		5.00 out of 7	
Show evidence of creativity?		6.00 out of 7	
Overall impression and responses to the judge's questions		6.00 out of 7	
Role Play 2	Illinois	73.25 out of 100	
	International	62.12 out of 100	
Describe marketing functions and related activities?		14.25 out of 18	
Explain factors that influence customer/client/business buying behavior?		13.75 out of 18	
Discuss actions employees can take to achieve the company's desired results?		14.50 out of 18	
Demonstrate connections between company actions and results?		13.00 out of 18	
Reason effectively and use systems thinking?		4.50 out of 7	
Communicate clearly?		4.25 out of 7	
Show evidence of creativity?		4.25 out of 7	

# Judge Assessment

## Illinois

Region: IL

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### Principles of Marketing, continued

Overall impression and responses to the judge's questions

4.75 out of 7



### Professional Selling Event

#### Composite Score

Illinois 83.25 out of 100



International 72.87 out of 100



#### Final Role-Play

Illinois 75.00 out of 100



International 76.09 out of 100



Presented an effective and engaging opening

5.00 out of 7



Established relationship with customer/client

5.00 out of 8



Communicated understanding of customer/client needs

5.00 out of 8



Facilitated customer/client buying decisions

5.00 out of 8



Recommended specific product(s)/service(s)/action(s)

5.00 out of 8



Demonstrated or explained product(s)/service(s)/action(s)

5.00 out of 8



Properly stated features and benefits of product(s)/service(s)/action(s)

5.00 out of 7



Prescribed solution to customer/client needs

5.00 out of 8



Effectively answered customer/client questions and concerns

5.00 out of 8



Effectively closed the sale or ended the consultation

10.00 out of 10



The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation

10.00 out of 10



Professional appearance, poise and confidence

5.00 out of 5



Overall general impression

5.00 out of 5



#### Role Play 2

Illinois 86.00 out of 100



International 72.40 out of 100



Presented an effective and engaging opening

6.33 out of 7



Established relationship with customer/client

7.00 out of 8



Communicated understanding of customer/client needs

6.67 out of 8



Facilitated customer/client buying decisions

7.00 out of 8












# Judge Assessment

## Illinois

















Region: IL

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### Professional Selling Event, continued

Recommended specific product(s)/service(s)/action(s)	7.00 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	7.00 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	5.00 out of 7	
Prescribed solution to customer/client needs	6.33 out of 8	
Effectively answered customer/client questions and concerns	7.00 out of 8	
Effectively closed the sale or ended the consultation	9.00 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	9.33 out of 10	
Professional appearance, poise and confidence	4.33 out of 5	
Overall general impression	4.00 out of 5	

### Public Relations Project

<b>Composite Score</b>	<b>Illinois</b>	<b>72.80 out of 100</b>	
	<b>International</b>	<b>78.32 out of 100</b>	
Role Play 1	Illinois	68.00 out of 100	
	International	74.85 out of 100	
Executive Summary: One- to three-page description of the project		7.00 out of 10	
Statement and description of the issue to be addressed		3.40 out of 5	
Rationale for selecting the issue		3.60 out of 5	
Description of the target population		1.80 out of 4	
Local print and broadcast media available		2.20 out of 4	
Other possible promotional activity(ies)		2.40 out of 4	
Media mix and rationale		2.60 out of 4	
Organizational chart/job descriptions		3.20 out of 4	
Description of the campaign and documentation		3.40 out of 4	
Estimated impact on the target population		2.40 out of 4	
Evaluation of the process		3.20 out of 5	
Recommendations for future campaigns		3.00 out of 4	

# Judge Assessment

## Illinois

Region: IL

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### Public Relations Project, continued

Professional layout, neatness, proper grammar, spelling and word usage		2.60 out of 3	
Role Play 2	Illinois	80.00 out of 100	
	International	82.60 out of 100	
Opening presentation; overview and description of the project		7.80 out of 10	
Organization, clarity and effectiveness of the presentation		4.20 out of 5	
Initiate the project by identifying the issue to be addressed?		4.00 out of 5	
Plan and organize the project?		4.00 out of 5	
Execute and implement the campaign?		3.80 out of 5	
Evaluate and close the project?		4.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.20 out of 5	

### Quick Serve Restaurant Management Series

Composite Score	Illinois	66.63 out of 100	
	International	71.30 out of 100	
Role Play 1	Illinois	63.25 out of 100	
	International	71.89 out of 100	
Determine menu pricing?		10.25 out of 14	
Explain the role of promotion as a marketing function?		8.75 out of 14	
Describe marketing functions and related activities?		9.25 out of 14	
Explain factors that influence customer/client/business buying behavior?		8.50 out of 14	
Demonstrate connections between company actions and results?		7.75 out of 14	
Reason effectively and use systems thinking?		3.75 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		4.25 out of 6	
Show evidence of creativity?		3.25 out of 6	
Overall impression and responses to the judge's questions		3.00 out of 6	

# Judge Assessment

## Illinois

Region: IL

Tue Oct 09 2018 2:04 PM

### Quick Serve Restaurant Management Series, continued

Role Play 2	Illinois	70.00 out of 100	
	International	70.32 out of 100	
Use social media to solicit new ideas and solutions?		10.00 out of 14	
Explain the nature of effective communications?		10.75 out of 14	
Recognize/Reward others for their efforts and contributions?		9.25 out of 14	
Explain promotional methods used by the hospitality and tourism industry?		10.50 out of 14	
Create methods to market materials?		9.25 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	
Communicate clearly?		4.25 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		3.75 out of 6	

### Restaurant and Food Service Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>76.50 out of 100</b>	
	<b>International</b>	<b>70.10 out of 100</b>	
Role Play 1	Illinois	75.50 out of 100	
	International	69.67 out of 100	
Demonstrate awareness of capabilities and limitations of the operation?		11.00 out of 14	
Describe factors that affect the business environment?		11.50 out of 14	
Identify factors affecting a business's profit?		11.00 out of 14	
Determine factors affecting business risk?		11.25 out of 14	
Explain the nature of corporate branding?		9.25 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		4.50 out of 6	

# Judge Assessment

## Illinois

Region: IL

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### Restaurant and Food Service Management Series, continued

Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	
Role Play 2	Illinois	77.50 out of 100	
	International	71.79 out of 100	
Describe services offered by the hospitality and tourism industry?		10.00 out of 14	
Explain the nature of product extensions in the hospitality and tourism industry?		11.75 out of 14	
Communicate core value of product/service?		10.75 out of 14	
Differentiate between offering services and offering products in hospitality and tourism?		10.50 out of 14	
Demonstrate awareness of operational needs?		12.50 out of 14	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	
Communicate clearly?		4.50 out of 6	
Show evidence of creativity?		4.25 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	

### Retail Merchandising Series

<b>Composite Score</b>	Illinois	<b>71.75 out of 100</b>	
	International	<b>73.04 out of 100</b>	
Role Play 1	Illinois	66.00 out of 100	
	International	70.46 out of 100	
Identify career opportunities in retailing?		9.25 out of 14	
Discuss the impact of a nation's unemployment rate?		8.00 out of 14	
Motivate team members?		9.50 out of 14	
Recognize/reward others for their efforts and contributions?		9.50 out of 14	
Develop an achievement orientation?		8.25 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	

# Judge Assessment

## Illinois

Region: IL

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### Retail Merchandising Series, continued

Make judgments and decisions, and solve problems?	4.50 out of 6	
Communicate clearly?	4.00 out of 6	
Show evidence of creativity?	4.50 out of 6	
Overall impression and responses to the judge's questions	4.50 out of 6	
Role Play 2	Illinois 77.50 out of 100	
	International 73.67 out of 100	
Identify components of a retail image?	11.00 out of 14	
Explain the nature of marketing plans?	12.00 out of 14	
Explain the concept of market and market identification?	10.00 out of 14	
Explain the concept of marketing strategies?	9.75 out of 14	
Explain key factors in building a clientele?	10.50 out of 14	
Reason effectively and use systems thinking?	4.75 out of 6	
Make judgments and decisions, and solve problems?	4.50 out of 6	
Communicate clearly?	5.25 out of 6	
Show evidence of creativity?	4.75 out of 6	
Overall impression and responses to the judge's questions	5.00 out of 6	

### School-based Enterprise-Retail Operations

<b>Composite Score</b>	Illinois <b>71.00 out of 100</b>	
	International <b>76.92 out of 100</b>	
Role Play 2	Illinois 71.00 out of 100	
	International 76.28 out of 100	
Explain how the SBE scans the marketplace to identify factors that could influence merchandising decisions?	15.00 out of 20	
Explain how the SBE analyzed competitors' offerings?	11.00 out of 20	
Assess trading area?	11.00 out of 20	
Determine price sensitivity?	18.00 out of 20	
Use visuals that are appropriate and enhance the presentation?	10.00 out of 10	



# Judge Assessment

## Illinois

Region: IL

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### School-based Enterprise-Retail Operations, continued

Overall impression of student(s) skill and performance. 6.00 out of 10



### Sports and Entertainment Marketing Operations Research

#### Composite Score

Illinois 65.00 out of 100



International 73.82 out of 100



#### Role Play 1

Illinois 58.33 out of 100



International 70.09 out of 100



Executive Summary: One- to three-page description of the project 5.33 out of 10



Description of the business or organization 2.33 out of 3



Description of the community (economic, geographic, demographic and socioeconomic factors) 1.67 out of 3



Overview of the business or organization's current customer experience 2.00 out of 3



Description and rationale of research methodologies selected to conduct the research study 2.67 out of 4



Process used to conduct the selected research methods 2.67 out of 4



Findings of the research study 2.33 out of 4



Conclusions based on the findings 2.33 out of 4



Objectives and rationale of the proposed strategic plan 4.00 out of 6



Proposed activities and timelines 3.00 out of 6



Proposed metrics or key performance indicators to measure plan effectiveness 2.33 out of 6



Costs associated with proposed strategies 2.33 out of 4



Professional layout, neatness, proper grammar, spelling and word usage 2.00 out of 3



#### Role Play 2

Illinois 75.00 out of 100



International 75.17 out of 100



Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation 7.33 out of 10



Describe methods used to design research study? 5.33 out of 6



Interpret the research data into information for decision-making? 4.33 out of 6



# Judge Assessment

## Illinois

Region: IL

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### Sports and Entertainment Marketing Operations Research, continued

Describe strategies and approaches for leading change?	4.33 out of 6	
Describe the nature of budgets?	4.67 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.00 out of 6	

### Sports and Entertainment Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>74.63 out of 100</b>	
	<b>International</b>	<b>71.84 out of 100</b>	
<b>Role Play 1</b>	<b>Illinois</b>	<b>76.00 out of 100</b>	
	<b>International</b>	<b>73.41 out of 100</b>	
Explain key factors in building a clientele?		9.50 out of 14	
Explain the role of customer service as a component of selling relationships?		11.00 out of 14	
Discuss motivational theories that impact buying behavior?		11.00 out of 14	
Explain the concept of product mix?		11.25 out of 14	
Communicate core values of a product/service?		11.75 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		4.00 out of 6	
<b>Role Play 2</b>	<b>Illinois</b>	<b>73.25 out of 100</b>	
	<b>International</b>	<b>69.16 out of 100</b>	
Explain the concept of product mix?		9.50 out of 14	
Describe factors used by businesses to position corporate brands?		9.75 out of 14	
Describe the role of customer voice in branding?		10.75 out of 14	
Explain business ethics in product/service management?		11.00 out of 14	
Coordinate activities in the promotional mix?		12.00 out of 14	

# Judge Assessment

## Illinois

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### Sports and Entertainment Marketing Series, continued

Reason effectively and use systems thinking?	3.50 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly?	4.75 out of 6	
Show evidence of creativity?	3.25 out of 6	
Overall impression and responses to the judge's questions	4.50 out of 6	

### Sports and Entertainment Marketing Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>81.75 out of 100</b>	
	<b>International</b>	<b>75.78 out of 100</b>	
Role Play 2	Illinois	81.75 out of 100	
	International	76.19 out of 100	
Explain the nature and scope of the selling function?		8.00 out of 10	
Explain the role of customer service as a component of selling relationships?		8.00 out of 10	
Explain key factors in building a clientele?		8.00 out of 10	
Discuss motivational theories that impact buying behavior?		7.50 out of 10	
Explain the nature of product/service branding?		7.75 out of 10	
Describe the role of customer voice in branding?		8.00 out of 10	
Demonstrate a customer service mindset?		8.25 out of 10	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly and show evidence of collaboration?		5.50 out of 6	
Show evidence of creativity?		5.50 out of 6	
Overall impression and responses to the judge's questions		5.25 out of 6	

### Sports and Entertainment Promotion Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>53.43 out of 100</b>	
	<b>International</b>	<b>71.19 out of 100</b>	

# Judge Assessment

## Illinois

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### Sports and Entertainment Promotion Plan, continued

Role Play 2	Illinois	53.43 out of 100	
	International	71.89 out of 100	
Executive Summary: One-page description of the promotion plan		5.86 out of 10	
The fact sheets show evidence of a realistic knowledge of promotion principles in sports and entertainment and are well-organized and presented in a logical manner		5.71 out of 10	
The fact sheets have a professional layout and contain proper grammar, spelling and word usage		2.43 out of 5	
The description of the company/organization and objectives of the promotion plan are clearly defined		6.14 out of 10	
The schedule of events shows continuity and logical order		4.29 out of 8	
The schedule of events is clearly identified and support the promotional areas of special events, advertising, display and publicity		6.57 out of 15	
The responsibility sheet is compatible with the size and location of the company/organization as described		4.29 out of 8	
The budget is realistic for the promotion plan based on size and location of the company/organization. All costs that would be incurred have been considered		3.86 out of 8	
The promotion plan stresses the benefits to the company/organization		4.14 out of 8	
The promotion plan shows real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan		4.29 out of 8	
The oral presentation shows evidence of realistic knowledge of promotion principles and is well-organized and presented in a logical manner		2.71 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present		3.14 out of 5	

### Start-Up Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>71.33 out of 100</b>	
	<b>International</b>	<b>76.05 out of 100</b>	
Role Play 2	Illinois	71.33 out of 100	
	International	75.46 out of 100	
Executive Summary: One-page summary of the business model		14.33 out of 20	
Problem: List of the top three problems the product/service is addressing		6.00 out of 9	
Customer Segments: Description of target customers		5.00 out of 8	









# Judge Assessment

## Illinois
















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### Start-Up Business Plan, continued

Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	5.67 out of 8	
Solution: Description of the top three features of the product/service	6.67 out of 9	
Channels: Descriptions of the pathways to customers	5.67 out of 8	
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	6.67 out of 9	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	6.00 out of 9	
Key Metrics: Explanation of the key activities that must be measured	7.00 out of 8	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	6.33 out of 9	
Conclusion: Specific request for financing, summary of key points supporting the financial request	2.00 out of 3	

### Travel and Tourism Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>74.25 out of 100</b>	
	<b>International</b>	<b>80.71 out of 100</b>	
Role Play 2	Illinois	74.25 out of 100	
	International	79.77 out of 100	
Explain the nature of corporate branding?		7.00 out of 10	
Communicate core values of product/service?		7.25 out of 10	
Identify product/service's competitive advantage?		6.50 out of 10	
Explain the nature of product extensions in the hospitality and tourism industry?		7.00 out of 10	
Identify ways to segment hospitality and tourism markets?		7.50 out of 10	
Explain the use of marketing strategies in hospitality and tourism?		7.50 out of 10	
Explain the role of promotion as a marketing function?		7.25 out of 10	
Reason effectively and use systems thinking?		5.25 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly and show evidence of collaboration?		5.25 out of 6	
Show evidence of creativity?		4.50 out of 6	

# Judge Assessment

**Illinois**

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## Travel and Tourism Team Decision Making, continued

Overall impression and responses to the judge's questions

4.75 out of 6

