



ENTREPRENEURSHIP SERIES

ROLE-PLAYS USED IN DECA'S
INDIVIDUAL SERIES EVENTS



2018



ENTREPRENEURSHIP SERIES

2018 ROLE-PLAYS

INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: PROMOTION

ROLE-PLAY 2: OPERATIONS

ROLE-PLAY 3: PRODUCT/SERVICE MANAGEMENT



INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org. Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/competitiveevents. Sample role-play presentations can be viewed at www.deca.org. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at shopdeca.org.



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Promotion

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication– Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Identify types of public relations activities.
3. Identify communications channels used in public relations activities.
4. Explain the concept of market and market identification.
5. Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of a small business owner that owns and operates a brand-new business, ART SMART. You will meet with your business partner (judge) to discuss your ideas for a public relations activity that will introduce the new business to the community.

ART SMART provides art classes for children ages three years old and up. There are various classes to choose from, including painting, drawing, papier-mâché, sculpture and pottery. Each class is taught by an experienced artist and runs for one hour. ART SMART offers a monthly fee for unlimited classes or students can choose to pay per class.

The community ART SMART is located in has a population of 200,000 people. While there are several art class options for adults, ART SMART is the first to cater to children. The community is considered affluent and houses the headquarters office for a major bio-tech firm. There are two private colleges and a small public university. ART SMART is located in a strip mall near the community park.

ART SMART is set to open next month. The business website has been set up and social media accounts have been created. Flyers announcing the grand opening have been printed, but not yet distributed. You do not have a large budget for marketing but need to get the ART SMART name promoted to the community.

Your business partner (judge) has suggested that you plan a public relations activity that will promote ART SMART to the community. Your business partner (judge) wants you to determine the following:

- The intended target markets
- A public-relations activity that best fits the target market
- Communications channels to use to market the public-relations activity
- Media outlets and influencers to contact for possible coverage of activity

You will present your recommendations to your business partner (judge) in a role-play to take place in your partner's (judge's) office. The business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the business partner's (judge's) questions, the business partner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the business partner of a small business owner (participant) that owns and operates a brand-new business, ART SMART. The small business owner (participant) will meet with you to discuss ideas for a public relations activity that will introduce the new business to the community.

ART SMART provides art classes for children ages three years old and up. There are various classes to choose from, including painting, drawing, papier-mâché, sculpture and pottery. Each class is taught by an experienced artist and runs for one hour. ART SMART offers a monthly fee for unlimited classes or students can choose to pay per class.

The community ART SMART is located in has a population of 200,000 people. While there are several art class options for adults, ART SMART is the first to cater to children. The community is considered affluent and houses the headquarters office for a major bio-tech firm. There are two private colleges and a small public university. ART SMART is located in a strip mall near the community park.

ART SMART is set to open next month. The business website has been set up and social media accounts have been created. Flyers announcing the grand opening have been printed, but not yet distributed. There is not a large budget for marketing, but the ART SMART name needs to be promoted to the community.

You have suggested that the small business owner (participant) plans a public relations activity that will promote ART SMART to the community. You want the small business owner (participant) to determine the following:

- The intended target markets
- A public relations activity that best fits the target market
- Communications channels to use to market the public-relations activity
- Media outlets and influencers to contact for possible coverage of activity

The participant will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Will your public relations activity interest children and their parents?
2. How can this activity help us gain more social media followers?
3. What are some local professional networks we should join?

Once the small business owner (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the small business owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Promotion

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify types of public relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in public relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Operations

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Discuss the nature of supply chain management.
2. Explain the importance of the supply chain in business performance.
3. Select vendors.
4. Assess business risk.
5. Explain factors affecting pricing decisions.

EVENT SITUATION

You are to assume the role of a small business owner that owns and operates the online jewelry store, MILKY WAY DESIGNS. You will meet with your business manager (judge) to discuss your analysis and recommendation for a change in supplier.

MILKY WAY DESIGNS jewelry is based on planets, stars, constellations, moons and other astronomical bodies. You started the company four years ago and sell your items online.

While you hand design and create all jewelry pieces, you use two vendors' merchandise to complete the jewelry pieces. After much research and consideration, you use the company CHAIN WHOLESALERS for the varying lengths of necklace chains for your pieces and the company PIECES & MORE for the necklace clasps and earring backs needed to complete the pieces. Both CHAIN WHOLESALERS and PIECES & MORE have been pleasant to work with and important parts of the supply chain.

Over the last month, MILKY WAY DESIGNS has been receiving negative customer feedback on the company website. Several customers have commented that the necklace clasps are cheap and do not stay closed, resulting in the necklace falling off and the pendant coming off the chain. At first you thought it was simply user-error, but after a month of continued complaints, you contacted PIECES & MORE.

Your representative at PIECES & MORE claims that the necklace clasps in your most recent shipment are indeed the very same necklace clasps you have always received. The representative suggested that a higher priced necklace clasp, of better quality, might solve your customers' problems. The higher priced necklace clasp would force you to raise prices on your jewelry items by \$3/necklace and you would still be doing business with the same supplier of the defective clasps.

Your CHAIN WHOLESALERS representative was happy to detail the available necklace clasps and earring backs available, all lower quality than PIECES & MORE offerings, which is the reason you did not choose them for clasps and backs when starting your business.

A third vendor, BITS, has both good quality necklace clasps and earring backs available, but the vendor's prices are quite expensive. In order to be profitable, the prices would need to increase by \$5/piece.

You must analyze your supply chain, the three vendor options and make a recommendation. Your analysis must include business risks and pricing decisions.

You will present your analysis and recommendations to your manager (judge) in a role-play to take place in the manager's (judge's) office. The business manager (judge) will begin the role-play by greeting you and asking to hear your analysis. After you have presented your analysis and have answered the business manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a business manager for MILKY WAY DESIGNS, an online jewelry store. You will meet with the business owner (participant) to discuss an analysis and recommendation for a change in supplier.

MILKY WAY DESIGNS jewelry is based on planets, stars, constellations, moons and other astronomical bodies. The business owner (participant) started the company four years ago and sells items online.

While the business owner (participant) hand designs and creates all jewelry pieces, the business uses two vendors' merchandise to complete the jewelry pieces. After much research and consideration, the business uses the company CHAIN WHOLESALERS for the varying lengths of necklace chains for the pieces and the company PIECES & MORE for the necklace clasps and earring backs needed to complete the pieces. Both CHAIN WHOLESALERS and PIECES & MORE have been pleasant to work with and important parts of the supply chain.

Over the last month, MILKY WAY DESIGNS has been receiving negative customer feedback on the company website. Several customers have commented that the necklace clasps are cheap and do not stay closed, resulting in the necklace falling off and the pendant coming off the chain. At first the business owner (participant) thought it was simply user-error, but after a month of continued complaints, the business owner (participant) contacted PIECES & MORE.

Your representative at PIECES & MORE claims that the necklace clasps in your most recent shipment are indeed the very same necklace clasps you have always received. The representative suggested that a higher priced necklace clasp, of better quality, might solve your customers' problems. The higher priced necklace clasp would force MILKY WAY DESIGNS to raise prices on its jewelry items by \$3/necklace and the company would still be doing business with the same supplier of the defective clasps.

Your CHAIN WHOLESALERS representative was happy to detail the available necklace clasps and earring backs available, all lower quality than PIECES & MORE offerings, which is the reason the owner (participant) did not choose them for clasps and backs when starting the business.

A third vendor, BITS, has both good quality necklace clasps and earring backs available, but the vendor's prices are quite expensive. In order to be profitable, the prices would need to increase by \$5/piece.

The business owner (participant) must analyze the current supply chain, the three vendor options and make a recommendation. The analysis must include business risks and pricing decisions.

The participant will present an analysis and recommendation to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Should we communicate any of these decisions to our customers? Why or why not?
2. Besides pricing, what can affect our profit?
3. How will we know if we made the right decision?

Once the business owner (participant) has presented a recommendation and has answered your questions, you will conclude the role-play by thanking the business owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Operations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of supply chain management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the importance of the supply chain on business performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Select vendors?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Assess business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Product/Service Management

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Build corporate brand.
2. Explain the role of customer service in positioning/image.
3. Identify internal and external service standards.
4. Explain the role of promotion as a marketing function.
5. Explain the nature of direct marketing channels.

EVENT SITUATION

You are to assume the role of founder and owner of FARM TO BED, an up-and-coming online business that sells bedroom linens created by materials grown by local farmers. The general manager (judge) feels that the company would benefit from joining social media and wants your advice on how to use social media to build the FARM TO BED brand.

FARM TO BED uses all locally farmed cotton, wool and yarns to create bedroom curtains, sheets and blankets. Farms across the region sell their cotton, wool and specially made yarns for material use. The business only uses organic dyes for coloring. In the beginning, you were able to turn the raw materials into bedroom creations independently, but now that the company has grown, over 100 employees work in the company warehouse to keep up with demand.

FARM TO BED sells items online, in the store front near the warehouse and at area farmer's markets. Online sales have reached an all-time high, and now customers must wait 30 days from the time an order is placed until delivery.

The general manager (judge) feels that FARM TO BED should have a presence on social media. The general manager (judge) thinks that social media would help build the FARM TO BED brand and be extremely useful in customer service.

The general manager (judge) wants you to decide which social media platforms would be the best fit for FARM TO BED and to explain your reasoning. The manager (judge) also wants you to determine what content will be showcased on the social media platform(s) you have chosen and how customers will be encouraged to interact.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of general manager of FARM TO BED, an up-and-coming online business that sells bedroom linens created by materials grown by local farmers. You feel the company would benefit from joining social media and want the founder and owner's (participant's) advice on how to use social media to build the FARM TO BED brand.

FARM TO BED uses all locally farmed cotton, wool and yarns to create bedroom curtains, sheets and blankets. Farms across the region sell their cotton, wool and specially made yarns for material use. The business only uses organic dyes for coloring. In the beginning, the owner (participant) was able to turn the raw materials into bedroom creations independently, but now that the company has grown, over 100 employees work in the company warehouse to keep up with demand.

FARM TO BED sells items online, in the store front near the warehouse and at area farmer's markets. Online sales have reached an all-time high and now customers must wait 30 days from the time an order is placed until delivery.

You feel that FARM TO BED should have a presence on social media. You think that social media would help build the FARM TO BED brand and be extremely useful in customer service.

You want the owner (participant) to decide which social media platforms would be the best fit for FARM TO BED and to explain his/her reasoning. You also want the owner (participant) to determine what content will be showcased on the social media platform(s) chosen and how customers will be encouraged to interact.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What is the best way to find followers for our social media?
2. How often should we post on social media? Will the frequency differ between platforms? Will the content differ between platforms?
3. How will we know if social media has helped build our brand?

Once the owner (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service in positioning/image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						



\$8.00 | 18RPH14