

WHAT IT MEANS TO BE A COMPETITIVE EVENTS JUDGE

Thank you for your interest in volunteering as a judge at a Texas DECA event!

As a volunteer judge, you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the real-world expertise that sets our industry-validated competitive events program apart as you determine who will be named an international finalist.

Texas DECA events would not be possible without the commitment of professionals like you. On behalf of all Texas DECA students and staff, thank you for your interest in serving as a competitive events judge!

WHAT WILL YOU BE JUDGING?

ROLE PLAYS

In role play events, competitors are challenged to think on their feet to solve real-world business problems. Competitors will have 10 minutes to prepare their solutions if they are competing individually and 30 minutes if they are competing as a team.

The scenarios describe exactly what role the competitor is playing and what role the judge will be.

The judge will listen to the competitors solution, ask questions and evaluate them using the provided rubric.

PREPARED PRESENTATIONS

For these categories, students have prepared their presentations ahead of the conference. They have chosen from a variety of topics for prepared events and worked on their projects throughout the year. For **most* prepared events, judges will only evaluate the presentation portion using the provided rubric. **There are a few events that have a shorter written portion that will be judged at the same time as the prepared presentation.*

WRITTEN PROJECTS

In most of our prepared events, competitors must write a paper to go along with their prepared presentation. The written portion of their projects will be evaluated using the provided rubric virtually prior to the conference date. **A few of the projects have shorter papers and are an exception to this.* Judges who choose to evaluate written projects will do their evaluations completely virtually and will not need to attend the physical conference unless they are also judging an in-person event.

On the next three pages, you will see a breakdown and description of the different events that our competitors participate in.

Entrepreneurship Events

INNOVATION PLAN - This event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

START-UP BUSINESS PLAN - This event involves the development of a comprehensive proposal to form a business. Any type of business may be used.

INDEPENDENT BUSINESS PLAN - This event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

INTERNATIONAL BUSINESS PLAN - This event involves the development of a proposal to start a new business venture in an international setting. It may be a new business or a new product or service of an existing business. Any type of business may be used.

BUSINESS GROWTH PLAN - This event involves strategy development needed to grow an existing business owned by a current DECA member. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.

FRANCHISE BUSINESS PLAN - This event involves the development of a comprehensive business plan proposal to buy into an existing franchise.

Project Management Events

The project management event is split into six categories.

BUSINESS SOLUTIONS - This event uses the project management process to work with a local business or organizations to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.

CAREER DEVELOPMENT - This event uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, and career workplace re-entry and mentor programs.

COMMUNITY AWARENESS - This event uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.

COMMUNITY GIVING - This event uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a families, etc.

FINANCIAL LITERACY - This event uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, and student loan workshops.

SALES PROJECT - This event uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.