

VOLUNTEER AS A
**COMPETITIVE
EVENTS JUDGE**
FOR TEXAS DECA

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.

2021-2022 COMPETITIVE EVENTS

ROLE PLAY EVENTS

These events involve role plays, where you, as the judge, will interact with the student(s) in a business scenario related to the event you're judging.

Accounting Applications	Marketing Communications
Apparel and Accessories Marketing	Marketing Management (Team)
Automotive Service Marketing	Personal Financial Literacy
Business Law and Ethics (Team)	Principles of Business Management & Admin
Business Finance	Principles of Finance
Business Services Marketing	Principles of Hospitality & Tourism
Buying and Merchandising (Team)	Principles of Marketing
Entrepreneurship	Quick Serve Restaurant Management
Entrepreneurship (Team)	Restaurant and Food Service Management
Financial Services (Team)	Retail Merchandising
Food Marketing	Sports and Entertainment Marketing
Hospitality Services (Team)	Sports and Entertainment Marketing (Team)
Hotel and Lodging Management	Travel and Tourism (Team)
Human Resources Management	

WRITTEN/PREPARED EVENTS

These categories are projects that students have prepared throughout the year on a variety of topics. They have written a paper over their project and will present an oral presentation as well. For the events with shorter papers, judges will review and evaluate written projects and oral presentations. For the events with a longer paper, judges will either review and evaluate the written project or the oral presentations.

Operations Research Events

The operations research event is split into five career categories. The career categories are:

- Buying & Merchandising
- Business Services
- Financial Services
- Hospitality & Tourism
- Sports & Entertainment

Each career category is to develop a strategy to improve the employee experience. As a result of the pandemic, many businesses adapted to work-at-home or hybrid models, conducted virtual on-boarding, provided additional mental health initiatives, promoted upskilling, downsized and more. As we continue to emerge from the pandemic, companies must chart a course for the future of their workplace culture based on the experiences from the past year. Participants will collaborate with a local business or organization to assess and analyze current perceptions and practices of the employee experience within the company or organization. Participants will then present a strategic plan to improve and enhance the organization's employee experience.

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.

Integrated Marketing Campaign Events

The integrated marketing campaign event is split into three categories.

INTEGRATED MARKETING CAMPAIGN - EVENT - This event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

INTEGRATED MARKETING CAMPAIGN - PRODUCT - This event includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.

INTEGRATED MARKETING CAMPAIGN - SERVICE - This event includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

PROFESSIONAL SELLING EVENTS

These events involve presentations, where you, as the judge will interact with the student(s) as part of a sales pitch or consultation. The topics and events are outlined below.

Financial Consulting

Students will assume the role of a financial consultant. A client has scheduled a meeting with you because he/she is thinking about buying a home, but is not sure if he/she would qualify for a mortgage—and if so, what the amount of the loan would be. The client is single, is 35 years old, has an annual income of \$65,000 and has a \$300/month car payment. The client would like you to explain the four C's of qualifying for a mortgage—capacity, credit, cash and collateral—as it relates to his/her profile.

Hospitality and Tourism Professional Selling

Students will assume the role of a sales representative of a virtual running/race events company. The director of tourism of a city with a population of 150,000 is interested in learning about your company to show off all the city has to offer to potential visitors through a virtual running event. The city is surrounded by many smaller suburbs whose citizens frequent the larger city, which is vibrant, offers many nature and outdoor activities and is perfect for a long weekend getaway. Participants of the previously held in-person annual running event were from within a 50-mile radius. However, with the increasing popularity of virtual running events, the director of tourism wants to use this opportunity to host a virtual 5K that not only attracts its core base but also expands its participant base beyond the typical market. You have a meeting scheduled with the director of tourism to present your ideas and showcase how the city can leverage your company's virtual running event products and services to bring tourism to the city.

Professional Selling

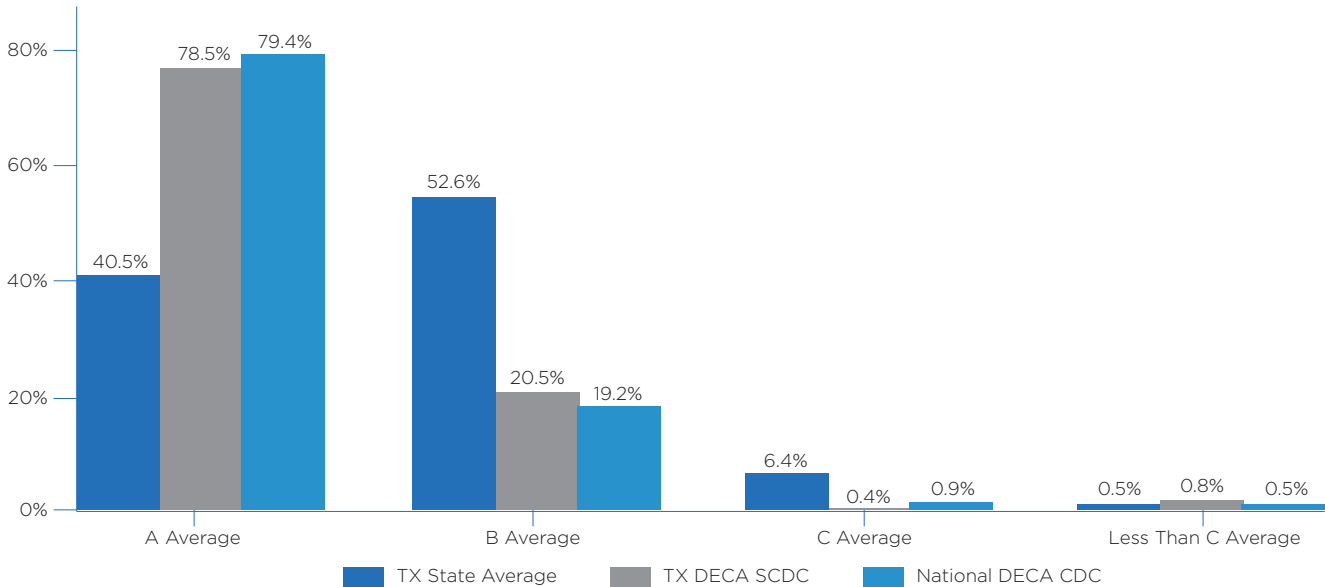
Students will assume the role of a sales representative for a company providing health and safety auditing and consulting solutions. The owner of a chain of convenience stores has scheduled a meeting with you because he/she is interested in having an independent, third-party verify that proper protocols are in place at all locations, help ensure compliance with local, state and federal guidelines, and provide insight and guidance on industry best practices. He/she wants to learn about your company's products and services and how they can contribute to ensuring a healthy and safe experience for its customers and employees.

ATTENDEE PROFILE

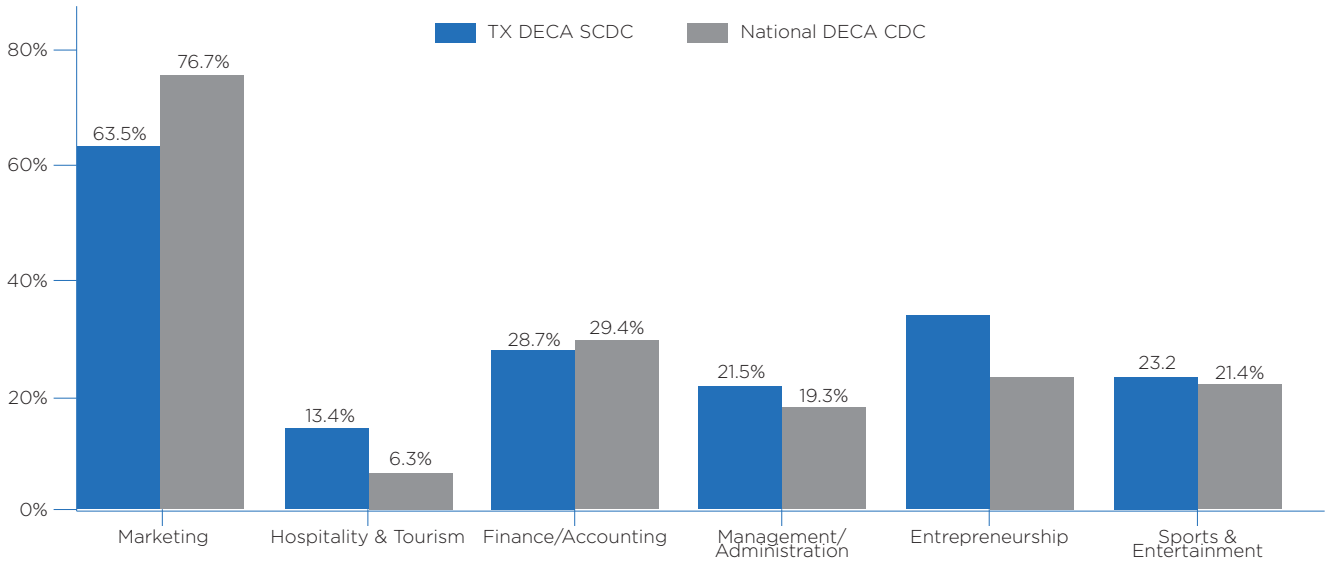
GENDER	TX STATE AVERAGE	TX DECA SCDC	NATIONAL DECA CDC
Female	51.7%	52.3%	51.2%
Male	46.4%	42.9%	43.1%
Unknown	1.9%	4.8%	5.7%

RACE	TX STATE AVERAGE	TX DECA SCDC	NATIONAL DECA CDC
American Indian/ Alaskan Native	5.5%	2.5%	2.9%
Asian/Asian-American/ Pacific Islander	5.0%	28.4%	14.2%
Black/African-American	12.2%	8.8%	7.9%
Latino/Hispanic/Chicano	45.4%	30.0%	10.8%
Middle Eastern	1.1%	3.2%	2.4%
White/Caucasian	36.7%	32.7%	62.5%
Other	3.8%	1.4%	2.1%
Prefer not to Respond	9.2%	6.2%	8.8%

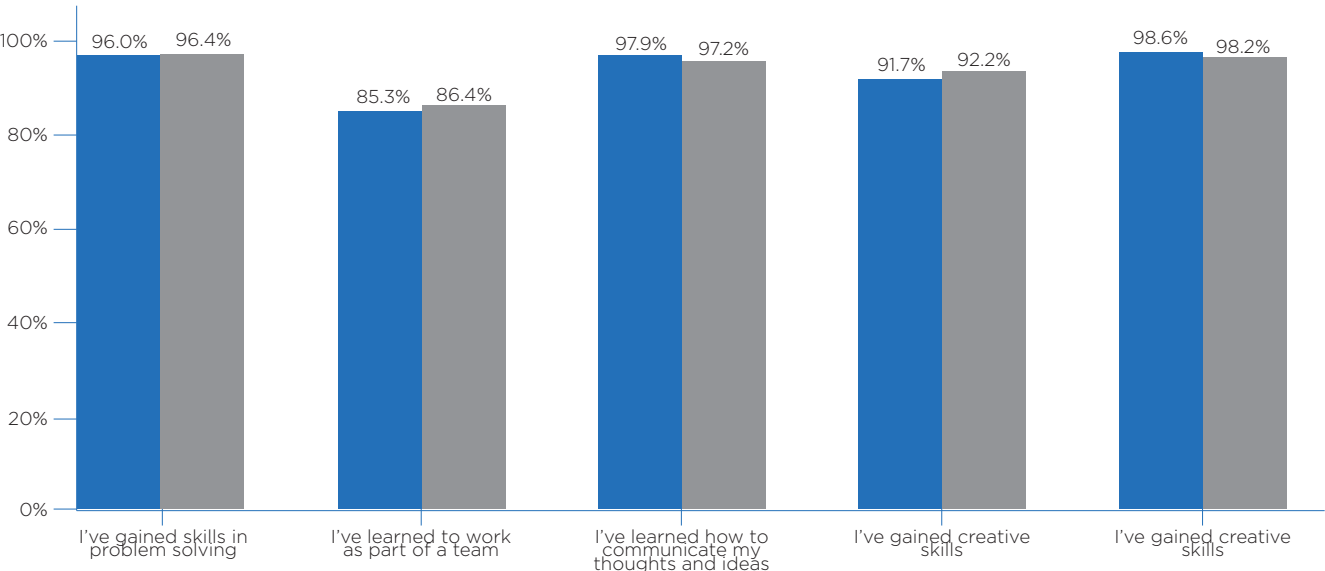
GRADE POINT AVERAGE OF PARTICIPANTS



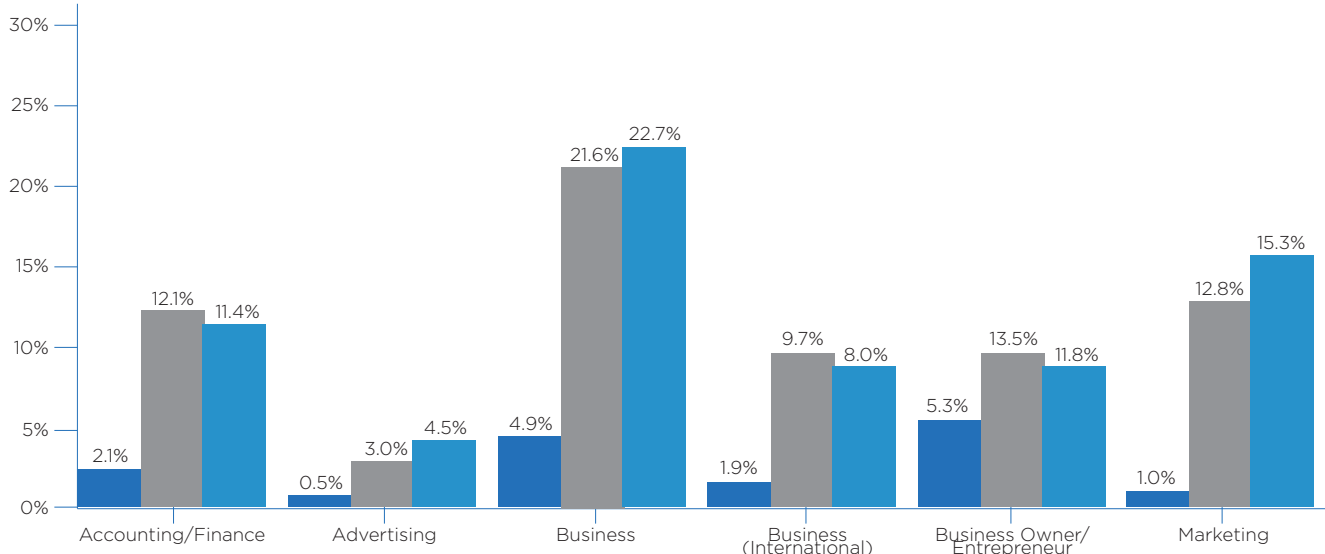
BUSINESS COURSES TAKEN BY PARTICIPANTS



EXPERIENCES OF PARTICIPANTS



BUSINESS MAJOR & CAREER INTERESTS



TEXAS DECA'S INFLUENCE ON COLLEGE, CAREER AND LEADERSHIP

