



1 PARTICIPANT



PAGES ALLOWED



PRESENTATION TIME

OBJECTIVE

The Project Management Event provides participants with the opportunity to demonstrate that they possess project management knowledge, skills, and experience to successfully complete projects.

DESCRIPTION

The Project Management Event involves one (1) participant serving as a project manager to lead and direct a cross-functional team to complete a project plan. Project managers are responsible for all aspects of the project plan and must complete the plan including schedule, budget, and scope as outlined below.

The Project Management Event consists of two major parts, both evaluated by the judge(s), for a maximum 100 points:

1. The written report is limited to ten (10) pages, and will account for a maximum fifty (50) points.
2. The oral presentation by the participant(s), limited to twenty minutes including set-up, presentation time, and answering questions from the judge(s), will also account for a maximum fifty (50) points.

For the presentation, the judge will assume the role of a company CEO and will evaluate both the written report and the oral presentation.

FOR INTERNATIONAL COMPETITION

The content to be evaluated is found in the standard Evaluation Forms located in these Guidelines. Preliminary round competition will consist of an evaluation of the written report, minus deductions from the Written Entry Checklist, accounting for fifty (50) points, and one presentation, also accounting for fifty (50) points. Participant(s) will be ranked according to their combined score, and a predetermined number of participants/teams will be named finalists. Finalists will again be evaluated based on their written report (minus deductions) and presentation to determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference. Read everything carefully in the Guidelines for the Format of the Written Research Report, Guidelines for the Presentation, Written Entry Checklist, Written Event Statement of Assurances, and Evaluation Forms.

LEARNING OUTCOMES

The participants will demonstrate skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to be an effective member of a productive group
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- leadership and management skills—the ability to lead and manage a cross-functional team

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The participant(s) must prepare a written project plan. Read carefully and follow instructions for: Title Page, Format for the Written Project Plan and Evaluation of the Written Project Plan, Checklist Standards, and Written Entry Checklist. Refer also to the Written Entry Evaluation Form.

TITLE PAGE

The first page of the written entry is the title page, which lists the following:

PROJECT MANAGEMENT
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, State/Province, ZIP/Postal Code
Participant Name and Address
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered "2."

The Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

FORMAT FOR THE WRITTEN REPORT

SECTION 1 - PROJECT CHARTER

A one page description that documents the business and customer needs, the business problem to be addressed, and the new product, service or result that the project is intended to satisfy.

SECTION 2 - REQUIREMENTS

Identify stakeholder needs, and define and document as project goals and objectives.

SECTION 3 - SCOPE

Define the scope of the work by developing a detailed description of the project and product. Create a Work Breakdown Structure for all the tasks that are needed.

SECTION 4 - SCHEDULE

Analyze activities, time requirements, and resources available and prepare a schedule for the project. Use of a Gantt chart is recommended.

SECTION 5 - BUDGET

Analyze and report projected project costs including all human resources, and any other project needs.

SECTION 6 - RISK MANAGEMENT

Identify any risks associated with the project and identify how they will be mitigated.

SECTION 7 - SUMMARY

Summarize project costs, timelines, and payment requirements (for development of product or service) .

SECTION 8 - APPENDIX

Include all supporting documents necessary to complete the project including drawings, spreadsheets, specifications, etc.

The appendix includes such “exhibits” and is if used for “content” that should be referenced under previous sections, **the appendix does NOT count as one of the maximum ten (10) pages**. Any such misuse of the appendix may result in penalties under the Written Entry Checklist Guidelines.

CHECKLIST STANDARDS

In addition to the items outlined above, participants must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all participants. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two “official” written project plans must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both written project plans must be brought to the participant briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge(s) prior to your presentation. The participant(s) may retain other copies (or photocopies) for their personal reference during the presentation. These do not have to be in official folios, will not be evaluated, and may not be shown to judge(s).
3. The written project plan must be limited to ten (10) pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered “2”. One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum ten (10) pages.
4. Body copy of the written project plan must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.

GUIDELINES FOR THE PRESENTATION | REFER TO THE EVALUATION FORM.

1. This event does allow the use of materials (i.e. sample brochures).
2. All materials must be prepared by the participants, with the exception of sample materials related to the business.
3. The participant(s) may bring copies of the written project report to the presentation for their personal reference. These do NOT have to be in official folios, will NOT be evaluated, and may NOT be shown to judges.
4. Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, participants must use battery power even if electrical outlets are available in the room.
5. Visual aids (poster paper, flip charts) may be used.
6. All materials, equipment, supplies, etc. must be provided by the participants. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
7. Only materials that can be easily carried to and from the competition areas by the actual participants will be permitted (includes computer equipment, visual aids, etc.). Only the participants may handle and set up their materials. No outside assistance will be allowed.
8. Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
9. Participants will have up to twenty (20) minutes to present their project plan and to answer questions from the judges.
10. Space provided for this event may be limited to a 6' x 8' pipe-and-drape booth in an arena atmosphere (includes judge's table and chairs).
11. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy. Note: The noise level may be less of an issue when only one presentation is taking place in a room at a time (often the case with this event).
12. Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on pages 4 and 5.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

Ten (10) minutes for the judges to review the written project plan

Twenty (20) minutes for participant presentation and questions by the judges

Ten (10) minutes for scoring by the judges

PROJECT MANAGEMENT JUDGE INSTRUCTIONS

2014
2015

The Project Management Event was created by Collegiate DECA in response to the need for more project managers in the field. Employers are seeking job candidates that have the knowledge and skills to lead project teams and achieve successful project results.

JUDGING THE WRITTEN ENTRY

Please familiarize yourself with all of the guidelines before reading any of the written project report. Penalty points (see Written Event Checklist) have already been assessed. Your job is to evaluate the participant(s) written report based on the Written Entry Evaluation Form.

1. Place the participant(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Written Entry Evaluation Form for this event.
2. You will have ten (10) minutes to read the report before the participants enter the judging area/room. This is an appropriate time to evaluate the report using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
3. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
4. Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the Written Entry is fifty (50) points.
5. The written project may include an optional appendix. An appendix may include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

JUDGING THE PRESENTATION

1. Please familiarize yourself with all of the guidelines before interacting with participants. Your job is to evaluate the participant(s) presentation based on the Presentation Evaluation Form.
2. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
3. Please place the participant(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Presentation Evaluation Form for this event.
4. Participants will be scheduled for presentations at forty (40) minute intervals.
5. You will have ten (10) minutes to read the written report before the participants enter the judging area/room.
6. The twenty (20) minutes following the introduction will allow the participant(s) to outline the project plan and answer questions. Remember, you are role-playing a company CEO. You may refer to the Participant's Written Report or to your notes during the interaction with the participants.
7. To insure fairness, you must ask the participant(s) the same questions—one question from each of the major categories shown on the evaluation sheet would be appropriate. After asking the standard questions, you may ask other questions for clarification specific to the current participant(s).
8. Following the twenty (20) minute interaction period, please thank the participant(s) for the presentation. Please give no indication of their performance/score.
9. During the last ten (10) minutes, after the participants are excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the interview is fifty (50) points.

Note: If a bubble score sheet is not provided, indicate your scores on the Project Management Presentation Evaluation Form.

You may be asked to complete the Recap section and total your combined score for both the written entry and the presentation. The section manager will double-check all addition.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Presentation, which explains in greater detail what should be discussed in each part.

During the presentation, ask yourself, "Will this work? Is it realistic? Does the participant sound knowledgeable? Is the participant communicating clearly?" Ultimately, you must decide, "Is this a successful project manager?"

PRESENTATION SCHEDULE | IN FORTY (40) MINUTE INTERVALS

Ten (10) minutes for judges to read the written project report

Twenty (20) minutes for presentation by the participant(s) and questions by the judges

Ten (10) minutes for scoring by the judges

PROJECT MANAGEMENT EVALUATION CRITERIA

2014 2015

EVALUATION CRITERIA

A score under the heading Exceeds Expectations in any category means that, in your opinion, the project presentation was done in an effective, creative way; in effect, nothing more could be expected of the participant, and the project has been presented in a way that would initiate your interest and implementation.

A score under the heading Meets Expectations in any category means that, in your opinion, the presentation was done well. There may be a few minor problems or omissions, but they are not significant. A presentation which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading Below Expectations or Little/No Demonstration in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in project management. If you have any suggestions for improving this event, please mention them to your event manager.

WE THANK YOU FOR YOUR HELP.



PROJECT MANAGEMENT WRITTEN ENTRY CHECKLIST

2014 2015

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Please refer to Guidelines for the Format of the Prospectus for a more detailed explanation of these items.

	CHECKED	PENALTY POINTS ASSESSED	PAGE NO/ NOTE
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official Collegiate DECA (or DECA) written event folio. Two copies submitted.	_____	5	_____
3. Title page information has been provided as requested.	_____	5	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 Per Page	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____

Total Penalty Point Assessed: _____

A check indicates that the item has been examined.

A circled number indicates that an infraction has been noted.

A page number indicates the location of the infraction.

PROJECT MANAGEMENT

WRITTEN STATEMENT OF ASSURANCES

2014
2015

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other participant/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.

This statement of assurances must be signed by all members of the team and submitted with the entry during the Project Management event briefing, or entry will be given 15 penalty points.

_____ Name of Chapter	_____ Chapter Advisor	_____ Chapter Advisor Email
_____ Participant's Name	_____ Participant's Name	_____ Participant's Name
_____ Participant's Signature	_____ Participant's Signature	_____ Participant's Signature

Hole punch and place in front of the written entry. Do not count as a page.

PROJECT MANAGEMENT WRITTEN EVALUATION FORM

2014 2015

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

	LITTLE/NO DEMONSTRATION	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED POINTS
SECTION 1 - PROJECT CHARTER					
1. A one page description which documents the business and customer needs, the business problem to be addressed, and the new product, service or result that the project is intended to satisfy.	0-1	2-3	4-5-6	7-8	_____
SECTION 2 - REQUIREMENTS					
2. Identify stakeholder needs and define and document as project goals and objectives.	0-1	2-3	4-5	6-7	_____
SECTION 3 - SCOPE					
3. Define the scope of the work by developing a detailed description of the project and product. Create a Work Breakdown Structure for all the tasks that are needed.	0-1	2-3	4-5	6-7	_____
SECTION 4 - SCHEDULE					
4. Analyze activities, time requirements, and resources available and prepare a schedule for the project. Use of a Gantt chart is recommended.	0-1	2-3	4-5	6-7	_____
SECTION 5 - BUDGET					
5. Analyze and report projected project costs including all human resources, and any other project needs.	0-1	2-3	4-5	6-7	_____
SECTION 6 - RISK MANAGEMENT					
6. Identify any risks associated with the project and identify how they will be mitigated.	0-1	2-3	4-5	6-7	_____
SECTION 7 - SUMMARY					
7. Summarize project costs, time lines, and payment requirements (for development of product or service) .	0-1	2-3	4-5	6-7	_____
Total Judged Points (50 maximum): _____					
JUDGE SECTION: A B C D E F G H I J (circle one)					

PROJECT MANAGEMENT PRESENTATION EVALUATION FORM

2014 2015

Participant's Name: _____

I.D. Number: _____

	LITTLE/NO DEMONSTRATION	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED POINTS
1. Opening Remarks	0-1	2-3	4-5	6-7	_____
2. Discussion of project requirements	0-1	2-3	4-5	6-7	_____
3. Discussion of project scope	0-1	2-3	4-5	6-7	_____
4. Discussion of project schedule	0-1	2-3	4-5	6-7	_____
5. Discussion of project budget	0-1	2-3	4-5	6-7	_____
6. Discussion of risk management	0-1	2-3	4-5	6-7	_____
7. Overall performance, presentation technique, and effective use of visual aids	0-1-2	3-4	5-6	7-8	_____

Total Judged Points (50 maximum): _____

RECAP: Written Entry (50) _____

Presentation (50) _____

Subtotal (100) _____

Less Penalty Points _____

TOTAL POINTS (100 maximum) _____

A total score of 70 or better will earn the participants a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

TIE BREAKER

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the participant(s) with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 3, 4, 5, 6, 7. If this does not break the tie, the process will continue using the Written Entry Evaluation Form, beginning with item #1. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 3, 2, 4, 5, 6, 7.