



Promotional Bulletin Board



Date	Friday, February 23, 2024	Orientation Time	8:00 AM (CLOSED to instructors)
Location	Mahoning County Career & Tech Center 7300 N. Palmyra Rd Canfield, Ohio 44406	Contest Time	Immediately following orientation (CLOSED contest)
Scope of Contest	<p>The competition requires the development of a promotional bulletin board <i>using the SkillsUSA national theme</i>, and it may also include promotion of local SkillsUSA chapter activities or technical, skilled and service occupations, including health occupations. Communication skills will also be evaluated through an interview. <i>Please see judging rubric at the end (4 pages).</i></p> <ul style="list-style-type: none">• The topic for the promotional bulletin board will be SkillsUSA: No Limit.• The bulletin board must convey the established theme and be related to SkillsUSA. <p>Bulletin Board Design and Workmanship</p> <ul style="list-style-type: none">• Display materials used must be student-prepared, including design and cutting of interchangeable pieces. A 50-point penalty will be assessed for failure to comply.• Use of the official SkillsUSA logo and any other themed logo artwork prepared by SkillsUSA (Framework, yearly theme, etc.) is prohibited. The verbiage “SkillsUSA: [Current Theme]” is required and should be text only. A 50-point penalty will be assessed for failure to comply. Follow U.S. copyright rules and regulations for all imagery. <p>Intent of the Promotional Bulletin Board</p> <ul style="list-style-type: none">• The bulletin board is a tool to convey ideas, information or activities related to SkillsUSA.• Interchangeable parts are required. The bulletin board should be designed to easily accommodate changes by using interchangeable parts to reflect activities and messages or draw attention to a function.• The bulletin board is not intended to be a wall hanging or poster board.• Bulletin Board Size — The total size of the bulletin board may be smaller than but may not exceed 4' wide X 4' high X 2" thick (including the thickness of the board) Note: If an element is attached to the board and opens or unfolds, the depth of the element will be included in the thickness measurement (2" max) and will incur penalty points appropriately. A penalty of five points per 1/8" over size will be assessed. <p>Mounting Board and Support</p> <ul style="list-style-type: none">• A mounting board is required.• The quality of the board on which the display is mounted will not be judged.• All areas of the mounting board must be covered with a paper product front and back. A 10-point penalty will be assessed if any area of the mounting board is exposed.		

- Entries must be self-supporting. A 10-point penalty will be assessed for failure to comply.
- The supporting device will not be included in the measurement and cost figures.
- The supporting device must be designed and constructed to be durable and allow for safe exhibit of the board and display materials. A 10-point penalty will be assessed for failure to comply.
- The bulletin board and mounting board must be fastened securely to the supporting device. A 10-point penalty will be assessed for failure to comply.

Bulletin Board Frame

- A frame is not required but may be used if desired. **Note:** Additional information placed on the frame, such as engraving the theme, makes the frame part of the board and will be measured as such. A frame cannot exceed 2 1/2" in width. A 10-point penalty will be assessed for failure to comply.
- A frame can be made from any material.

Bulletin Board Materials

- Any material(s) used to attach parts to the board must not be visible on the face of the board. A 10-point penalty will be assessed for failure to comply.
- Approved materials on the bulletin board used as background and to convey the message will be limited to construction paper, poster board, foam core/gatorboard, cardboard, mat board or high gloss photo paper printed on a large format printer/plotter. **Note:** Highly adhesive vinyl, car-wrap material, or any non-paper products that have been printed or cut on a large-format printer/plotter are not approved products.
- No other materials will be permitted. A 50-point penalty will be assessed for failure to comply. **Note:** Glitter or foil, whether incorporated in paper or paint, is *not* to be used on any part of the board.
- No audiovisual equipment, electrical, mechanical, automatic or manual moving parts are to be used. A 10-point penalty will be assessed for failure to comply.
- If an interactive component (e.g., QR code or software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
- Student-taken photographs are allowed.
- The chapter name, school, city or state may be used without penalty.

Cost of Materials

- A maximum of \$300 (purchased, donated or borrowed materials) may be spent on the entire display and backing board (frame and support costs excluded). A 10-point penalty for each \$5 over \$300 will be assessed.
- A quote of the "fair market price" of the printing and/or other materials used on the board must be included in the notebook. All donated or borrowed materials must be included in the \$300. **Note:** Fair market value is the cost of having work done or obtained *commercially* — *not* the cost of work done or obtained through a school.

Bulletin Board Evaluation (400 points)

- Gains attention (100 points)
 - Focuses attention on important items.
 - Color and contrast command attention.
 - Balance creates interest.

- Shapes, lines, spaces and colors create an interesting and readable bulletin board.
 - All text should be legible for the viewing audience.
 - Development of theme (135 points)
 - Theme of bulletin board is the official theme established by the SkillsUSA national headquarters.
 - Meaning and message of the bulletin board are apparent immediately. All imagery and text support the theme and concept.
 - Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme.
 - Lettering is related in scale and character to the spirit of the theme. **Note:** A 5-point penalty will be assessed for error in grammar, spelling and punctuation.
 - Quality of work (85 points)
 - Artwork is of consistent style and proportion.
 - Computer-generated type, art or photos are sharp/smooth (non-pixelated) and photos are properly exposed, well-cropped and suitably sized.
 - Interchangeable parts are creative, purposeful and innovative, offering a clear message and changing ideas.
 - Interchangeable parts are stiff and self-supporting with no paper curl, clean edges and smooth tiling.
 - Imagination, creativity and originality (80 points)
 - Bulletin board shows originality.
 - Bulletin board is creative, in good taste and attractive.
 - Differences in color, line and shapes depict good design and imagination.
 - Illustrations, lettering and background harmonize and show innovation.
- Interview Component** — All three members shall be prepared to participate in the interview component. The interview component will consist of two parts: a presentation and a question-and-answer session. (400 points)
- Presentation (340 points)
 - Notecards may *not* be used. A 50-point penalty will be assessed if competitor uses notecards.
 - Students will demonstrate interchangeable parts and use the notebook along with the bulletin board to enhance the presentation.
 - Students will describe the bulletin board and how it conforms to the theme.
 - Students will explain the process the chapter followed to determine the scope and design of the bulletin board.
 - Students will state the purpose and educational value of the bulletin board. **Note:** What did the students learn while working on the board? What can viewers learn from the bulletin board?
 - Students will discuss the chapter members' participation in the construction of the bulletin board.
 - Students will explain where and how the bulletin board will be used after the competition.
 - Students will discuss the benefits of the bulletin board to the chapter members.
 - Speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged.

- Stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged.
 - Mechanics as in diction, grammar, pronunciation and enunciation will be judged.
 - Fully developed conclusion to presentation.
 - Time frame for the presentation is five to seven minutes.
 - Time penalty: 5 points for each fraction of 30 seconds under five minutes or over seven minutes will be assessed.
 - Question/Answer Session (quality of student's response to questions from judges)(60 points)
 - Student will deliver answers that are appropriate, organized and reflect logic and clarity.
 - Student's answers reflect knowledge and involvement in the promotional bulletin board project.
- Notebook Requirements** The notebook is judged separately from the board. This document should tell the story of the development of your team's board. (200 points)
- Notebook (100 points)
 - The notebook must be placed with the bulletin board prior to judging. Failure to do so will result in the notebook not being judged and no points awarded.
 - Notebook must be a 1-inch SkillsUSA three-ring binder (10 points).
 - Notebook must contain pictures and supporting evidence (20 points).
 - **Note:** Photos may be blended with other areas of the book but must have a caption describing the photo.
 - Notebook must include a brief description of the purpose (20 points).
 - Notebook must state educational value. **Note:** What did the students learn while working on the board? What can viewers learn from the bulletin board?
 - Notebook must describe the development and construction of the bulletin board.
 - Notebook must be limited to 10 pages (20 surfaces) or less (10 points).
 - Verification letter (50 points)
 - A letter certifying that the bulletin board was designed and constructed by students will be the first page of the notebook. The letter should be printed on the school letterhead (5 points).
 - The letter must identify the school, city and state (5 points).
 - The letter must identify the local advisor (5 points).
 - The letter must identify the three students that make up the team (5 points).
 - The letter must state the division (high school or college/postsecondary).
 - The letter must be signed by a local administrator, with full name and title included.
 - Failure to supply the required information will penalize the entry as outlined.
 - Notebook Outline: Follow this page order to organize the notebook.
 - Verification letter
 - Purpose
 - Educational value

	<ul style="list-style-type: none"> • Development/Construction • Fair market value/Itemized list of expenses. Note: Expenses should reflect the fair market value of commercial work, such as large-format printing. For example: A background is printed in the classroom on a large-format printer. The cost for the school to print is \$5 per square foot. However, the commercial cost is \$12 per square foot. The list should reflect the FMV of \$12 per square foot. • Resume (50 points) Note: A 5-point penalty will be assessed if resume exceeds one page. 	
Testing	No	
Eligibility	1 team for every 500 paid members	
Clothing	<ul style="list-style-type: none"> • Official Dress: Official SkillsUSA red blazer, white shirt, black pants or skirt, and black dress shoes. Black socks must be worn with pants and nylons must be worn with a skirt (either skin-tone or black). Males must wear a black tie. 	
Provided by Contestant	<ul style="list-style-type: none"> • Professional Resume – typed hardcopy • Emergency Medical Form (Contestants must have this to compete) 	
Contest Standards	Contest Skilled Performance Standards: <ul style="list-style-type: none"> • BB 1.0 - Plan and develop an attractive and effective promotional bulletin board. • BB 2.0 - Describe activities and respond to inquiries about activities in an interview setting. • BB 3.0 - Wear appropriate clothing for the regional contest. 	Aligned ODEW Career Field Technical Content Standard Outcomes: <ul style="list-style-type: none"> • CTE 1.1 Employability Skills • CTE 1.2 Leadership and Communications • CTE 1.4 Knowledge of Management and Information Technology • CTE 1.5 Global Environment • CTE 1.6 Business Literacy • CTE 1.10 Sales and Marketing



Promotional Bulletin Board		Contestant Number	
Judge #	Presentation Time (3-6 minutes)	minutes	seconds

Category Evaluated	Strong evidence 5-4	Acceptable evidence 3-2	Low evidence 1-0	Points Earned	Weight	TOTAL SCORE	COMMENTS
				(6-9)			
Bulletin Board Evaluation							
Gains attention (1.2.3, 1.2.6)	Attention is focused on important items. Use of color and contrast pulls the eye to specific areas. Text is legible.	Attention may be pulled to some important items, but color contrast is distracting. Text is somewhat legible.	Attention is not pulled to anything specific. Use of color is distracting. Text is not legible.	X10			
	Board design is balanced. Shapes, lines, spaces and colors create an interesting and readable bulletin board.	Board design is somewhat balanced. Shapes, lines, spaces and colors are somewhat distracting.	Board design has little to no balance. Important information is focused in one area of the board.	X10			
Develops theme (1.1.1, 1.1.2, 1.1.4)	Theme is the official theme established by SKINUSA Ohio.		Theme does not represent the official SKINUSA Ohio theme.	X9			
	Meaning and message are apparent immediately.	Meaning and message are somewhat apparent immediately.	Meaning and message are not clear.	X9			
Quality of work (1.2.10, 1.4.2)	Graphic elements, lettering and illustrations allow quick and clear comprehension.	Graphic elements, lettering and illustrations allow some comprehension.	Graphic elements, lettering and illustrations distract from comprehension.	X9			
	Network is of consistent style and proportion.	Network is of somewhat consistent style and proportion.	Network has no consistent style or proportion.	X4			
	Computer-generated type, art or photos are sharp/smooth (non-pixelated and photos are properly exposed, well-cropped and suitably sized).	Computer-generated type, art or photos are somewhat sharp/smooth (some show pixelation). Some photos are overunder-exposed or too large or too small.	Computer-generated type, art or photos are blurry and are not proportional.	X4			
	Edges of cutout pieces are clean and smooth.	Edges of cutout pieces are rough.	Edges of cutout pieces are rough.	X3			
	Detachable or 3-D pieces are stiff and self-supporting with no paper curl.	Detachable or 3-D pieces show some paper curl.	Detachable or 3-D pieces show significant paper curl.	X3			
	Tied or layered pieces are properly aligned.	Tied or layered pieces are somewhat aligned.	Tied or layered pieces are misaligned.	X3			
Imagination, creativity and originality (1.2.3, 1.2.6)	Shows a large amount of original thought. Ideas are creative and inventive. Exceptionally attractive in terms of design, layout, and neatness. Use of color, lines, shapes depict excellent design and imagination. Illustrations, lettering and background work together.	Shows some original thought. Work shows new ideas and insights. Attractive in terms of design, layout and neatness. Use of color, lines, shapes depict good design and some imagination. Illustrations, lettering and background somewhat work together.	Shows little to no original thought. Acceptably attractive though a bit messy or is poorly designed. Color and shapes are a distraction. Illustrations, lettering and background do not work together.	X16			
	Bulletin Board Total						

Interview/Presentation/Q&A

Category Evaluated	Strong evidence 5-4	Acceptable evidence 3-2	Low evidence 1-0	Points Earned (6.0)	Weight	TOTAL SCORE	COMMENTS
	<p>Uses the notebook and bulletin board to enhance the presentation. Demonstrate interchangeable parts.</p> <p>Describes the bulletin board and how it conforms to the theme.</p> <p>Explains the process followed to determine the scope and design.</p> <p>States the purpose and educational value.</p> <p>Discusses the chapter members' participation in the construction.</p> <p>Tells where and how the bulletin board will be used after the competition.</p> <p>Discusses the benefits to the chapter members.</p>	<p>Somewhat uses the notebook and/or bulletin board to enhance the presentation. Demonstrates some interchangeable parts.</p> <p>Somewhat describes the bulletin board and how it conforms to the theme.</p> <p>Somewhat explains the process followed to determine the scope and design.</p> <p>States the purpose and educational value, but leaves gaps.</p> <p>Somewhat discusses the chapter members' participation in the construction.</p> <p>Partially explains where and how the bulletin board will be used after the competition.</p> <p>Partially explains the benefits to the chapter members.</p>	<p>Does not use the notebook or bulletin board to enhance the presentation. Fails to demonstrate interchangeable parts.</p> <p>Does not describe the bulletin board and how it conforms to the theme.</p> <p>Did not explain the process the chapter followed to determine the scope and design.</p> <p>Does not state the purpose and educational value.</p> <p>Does not discuss the chapter members' participation in the construction.</p> <p>Does not tell where and how the bulletin board will be used after the competition.</p> <p>Does not discuss the benefits of the to the chapter members.</p>	X6			
	<p>Speaks very articulately without hesitation. Appropriate tone is consistent</p> <p>Speaks at the right pace. Pronunciation is clear. Intent is apparent.</p> <p>is extremely well-posed. Gestures are purposeful and effective to emphasize talking points. Confident posture with positive body language.</p>	<p>Usually is well-posed. Hands gestures are sometimes used to emphasize talking points. Occasionally slumps; sometimes negative body language.</p>	<p>Isn't always well-posed. Hand gestures are not used to emphasize talking points; hand motions are sometimes distracting. Lacks positive body language; slumps.</p>	X6			
	<p>Makes no more than one error in grammar. Speaks clearly and distinctly all the time and mispronounces no more than one word.</p> <p>Conclusion is strong.</p>	<p>Makes 2-3 errors in grammar. Speaks clearly and distinctly most of the time. Mispronounces 2-3 words.</p> <p>Conclusion is recognizable and is restated within the first two sentences of the closing.</p>	<p>Makes more than 3 errors in grammar. Often numbers or cannot be understood OR mispronounces more than three words.</p> <p>Conclusion is weak or not existent.</p>	X6			
	<p>Speaks very articulately without hesitation. Never has the need for unnecessary pauses or hesitation when speaking.</p> <p>Answers are appropriate, organized, and reflect logic and clarity.</p> <p>Answers reflect knowledge and involvement in the project.</p>	<p>Speaks articulately, but sometimes hesitates. Occasionally has the need for a long pause or moderate hesitation when speaking.</p> <p>Answers are somewhat appropriate, organized, and reflect logic and clarity.</p> <p>Answers somewhat reflect knowledge and involvement in the project.</p>	<p>Speaks articulately, but frequently hesitates or has long awkward pause.</p> <p>Answers are confusing and/or do not answer the question asked.</p> <p>Answers do not demonstrate knowledge and involvement in the project.</p>	X4			
	<p>Q&A (1,2,2, 1,2,3, 1,2,5, 1,2,6)</p>			X4			
Interview/Presentation Total							
Q&A Total							

Notebook

Category Evaluated	Strong evidence 5-4	Acceptable evidence 3-2	Low evidence 1-0	Points Earned (E-0)	Weight	TOTAL SCORE	COMMENTS	
<p>Notebook (1.2.11, 1.2.12, 1.4.5) Follow this page order to organize the notebook:</p> <ol style="list-style-type: none"> 1. Verification letter 2. Purpose 3. Educational value 4. Development/Construction 5. Fair market value/Itemized list of expenses 6. Supporting evidence 	Notebook is organized in the correct order.		Notebook is not organized in the correct order.	X2				
	Contains pictures and supporting evidence.	Contains some pictures and supporting evidence.	Contains little to no pictures and supporting evidence.	X4				
	Includes a brief description of the purpose.		Description of the purpose is missing.	X4				
	States the educational value.	Educational value is included, but some gaps are apparent.	The educational value is not included.	X4				
	Includes a description of the development and construction.	Includes a description of the development and construction but leaves some gaps.	Does not include a description of the development and construction.	X4				
	Notebook must be limited to 10 pages (20 surfaces) or less.	Notebook is over 1-2 pages (2-4 surfaces).	Notebook is over 3-4 pages (6-8 surfaces).	X2				
	The first page is a letter on school letterhead that certifies that the bulletin board was designed and constructed by students.	The letter on school letterhead that certifies that the bulletin board was designed and constructed by students is in the notebook but is not the first page.	There is no letter that certifies that the bulletin board was designed and constructed by students. CIR letter is not on school letterhead.	X2				
	Identifies the school, city and state.	Missing one of the following: school name, city or state.	Missing two or more of the following: school name, city or state.	X2				
	Identifies the local advisor.		Does not identify the local advisor.	X2				
	Identifies the student who will be interviewed.		Does not identify the student who will be interviewed.	X1				
States the division (high school or college/postsecondary).		Does not state the division (high school or college/postsecondary).	X1					
Signed by a local administrator, with full name and title included.		Not signed by a local administrator.	X1					
A quote of the "fair market price" of the printing and/or other materials used is included.		A quote of the "fair market price" of the printing and/or other materials used is not included.	X1					
Notebook Total								

Résumé

(1.3.5, 1.2.13)	Student submitted a résumé.		Student did not submit a résumé.	X1 0				
Resume Total								

TOTAL POINTS OUT OF 1000 = Bulletin Board + Interview/Presentation + Q&A + Notebook + Resume

Penalties

0 to -50	Clothing Penalty	
-50	No Interchangeable Parts	
-50	No Skills USA/Theme Verbiage	
-5 pts per each 1/8" oversize up to 50	Size	
-10	Mounting Board Exposed	
-10	Self-Supporting	
-10	Supporting Device	
-10	Mounting/Fastening	
-10	Frame	
-10	Visible Attachment	
-50	Improper Bulletin Board Materials	
-10	Audio-Visual/Moving Parts	
-10	Exceeds \$300 Maximum	
-5	Spelling/Grammar	
-50	Notecards	
5 pts every 30 seconds under 5 minutes/over 7 minutes up to -100	Interview/Presentation Time	
-5	Résumé Exceeds One Page	