



# School-Based Business

## Description

Teams will create a presentation explaining the major elements of their existing school-based business.

## Type of Event

Team

## Guidelines for our VIRTUAL CONFERENCE

- **BY APRIL 8, 2022, STUDENTS WILL UPLOAD RECORDED PRESENTATIONS INTO THE DLG CONFERENCE PLATFORM.**
- **Presentation can be uploaded through a URL link.**
- Presentations cannot be longer than 7 minutes.
- Teachers may not coach students during presentations.
- Presentation should utilize a visual representation. (Visual representation options include, but are not limited to portfolio, display, website, PowerPoint, Youtube, Google Slides. Must be able to convert into online format and share it with judges using a link.)
- Students will be evaluated on the following:
  - Business Description
  - Employee/Management Structure
  - Budget and Advertising
  - Quality of Visual Presentation
  - Attitude and Appearance
  - Teams will be evaluated by a panel of judges according to the rubric on the following page.

## Evaluation

- Students will be scored using the rubric on the following page. Please review the rubric for specific criteria to include in the presentation. Teams will receive **one** score for the entire team.
- In every event, students are expected to present themselves in a professional manner.

## Accommodations

- Appropriate and reasonable accommodations will be made to address individual student needs. Requests must be made within the DLG system one month in advance of the conference. At the time of registration and accommodations request, please also contact Marta Osuna ACE CTE Board [mosuna316@gmail.com](mailto:mosuna316@gmail.com) to initiate the required board approval process for accommodations.

## Scoring

- **Teams with the top three scores in this event will receive a gold, silver, or bronze medal.**
- **All teams:**
  - Scoring between 100-90 will receive a gold certificate
  - Scoring between 89-80 will receive a silver certificate
  - Scoring between 79-70 will receive a bronze certificate
  - Scoring 69 and below will receive a participation certificate



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## Grading Rubric

Evaluate:	EXCELLENT	ABOVE AVERAGE	AVERAGE	LIMITED	Points
<b>Business Description</b>	<p><b>20</b></p> <ul style="list-style-type: none"> <li>Name</li> <li>Products/Services offered</li> <li>Hours of operation</li> <li>Demographics served</li> <li>Space used</li> <li>Comprehensive list of supplies and equipment</li> </ul>	<p><b>19-15</b></p> <ul style="list-style-type: none"> <li>1 element missing or poorly demonstrated</li> </ul>	<p><b>14-10</b></p> <ul style="list-style-type: none"> <li>2 or 3 elements missing or poorly demonstrated</li> </ul>	<p><b>9-0</b></p> <ul style="list-style-type: none"> <li>4 or more elements missing or poorly demonstrated</li> </ul>	
<b>Employee/ Management Structure</b>	<p><b>30</b></p> <ul style="list-style-type: none"> <li>Job Titles</li> <li>Corresponding job descriptions</li> <li>Job Assignment Procedures</li> <li>Description of decision-making process</li> <li>Procedure for addressing poor work performance</li> </ul>	<p><b>29-24</b></p> <ul style="list-style-type: none"> <li>1 element missing or poorly demonstrated</li> </ul>	<p><b>23-19</b></p> <ul style="list-style-type: none"> <li>2 or 3 elements missing or poorly demonstrated</li> </ul>	<p><b>18-0</b></p> <ul style="list-style-type: none"> <li>4 or more elements missing or poorly demonstrated</li> </ul>	
<b>Budget &amp; Advertising</b>	<p><b>30</b></p> <ul style="list-style-type: none"> <li>Average annual income and expenditures</li> <li>Source(s) for business funding</li> <li>Decision-making process for spending of profits</li> <li>Example(s) of how profits have been spent in the past</li> <li>Description and samples of advertising used</li> </ul>	<p><b>29-24</b></p> <ul style="list-style-type: none"> <li>1 element missing or poorly demonstrated</li> </ul>	<p><b>23-19</b></p> <ul style="list-style-type: none"> <li>2 or 3 elements missing or poorly demonstrated</li> </ul>	<p><b>18-0</b></p> <ul style="list-style-type: none"> <li>4 or more elements missing or poorly demonstrated</li> </ul>	
<b>Quality of Visual Presentation</b>	<p><b>10</b></p> <ul style="list-style-type: none"> <li>Seamless integration into presentation</li> <li>Excellent overall appearance</li> <li>Proper mechanics throughout</li> </ul>	<p><b>9-8</b></p> <ul style="list-style-type: none"> <li>Coherently referenced during presentation</li> <li>Above average overall appearance</li> <li>Few errors in mechanics</li> </ul>	<p><b>7-6</b></p> <ul style="list-style-type: none"> <li>Visual not referenced during presentation</li> <li>Average overall quality</li> <li>Many errors in mechanics</li> </ul>	<p><b>5-0</b></p> <ul style="list-style-type: none"> <li>Does not demonstrate appropriate quality of work</li> <li>Does not use in presentation <b>OR</b></li> <li>No visual presented</li> </ul>	
<b>Attitude Appearance</b>	<p><b>10</b></p> <ul style="list-style-type: none"> <li>Positive attitude</li> <li>Expresses enthusiasm</li> <li>Dressed for business</li> <li>Makes eye contact with audience</li> <li>Evidence of equal input/effort from all participants</li> </ul>	<p><b>9-8</b></p> <ul style="list-style-type: none"> <li>Attitude/enthusiasm above average</li> <li>Dress/eye contact above average</li> <li>Evidence of nearly equal input/effort from all participants</li> </ul>	<p><b>7-6</b></p> <ul style="list-style-type: none"> <li>Attitude/enthusiasm average</li> <li>Dress/eye contact average</li> <li>Evidence of unequal participant input/effort</li> </ul>	<p><b>5-0</b></p> <ul style="list-style-type: none"> <li>Does not demonstrate professionalism in attitude or appearance</li> <li>No evidence of teamwork</li> </ul>	
<b>Final Score:</b>					
<p><b>Judges, please total scores using whole numbers only.</b>  <b>Please write additional comments in the space provided.</b></p>					