

Learn and Earn Project, 2009

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Purpose

The Learn and Earn Project is a chapter project that develops business and marketing skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes. The Learn and Earn Project applies entrepreneurial skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store. The project may begin at any time after the close of the previous year's state conference and run to the beginning of the next state conference. An evaluation of the project's planning, organization and implementation must be included in the report.

The Learn and Earn Project provides an opportunity for chapter members to

- ◆ plan, organize and conduct a sales/service project in their local community
- ◆ develop a business plan
- ◆ implement a promotional campaign
- ◆ evaluate the planning, implementation and outcome of the project

Procedure

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

Skills Developed

The chapter members will demonstrate skills described by the performance indicators for general marketing 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 plan, organize and conduct a group project
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- economic skills

Complete lists of performance indicators are available from DECA’s Web site, www.deca.org/celisting.html.

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Checklist and the Written Entry Evaluation Form.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

LEARN AND EARN PROJECT
 Title of the project
 Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Names of chapter representatives
 E-mail address
 Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the project
- II. INTRODUCTION
The type of project proposed, a brief description of the major product/service involved, sources of information (resource materials, presentations, etc.), a brief description of advisors and their involvement
- III. ANALYSIS OF THE BUSINESS SITUATION
 - A. Trading area analysis
General data: geographic, demographic, economic; competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed project
 - B. Market segment analysis
Customer buying behavior related to the proposed project

(Continued on next page)

IV. PLANNED OPERATION OF THE PROPOSED PROJECT

- A. Proposed organization
Start-up steps to form the project; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, production (if applicable) functions; proposed organization chart
- B. Proposed product/service
Details of product(s)/services(s) to be offered; include potential suppliers, inventory policies, if applicable. If the project is a service project, appropriate information about plans to provide the service, including necessary supplies, etc.
- C. Proposed marketing strategies
Proposed promotional program, promotional activity(ies), media availability, costs, promotional plan outline
- D. Projected budget
 - 1. Projected operating budget
 - 2. Rationale for the projected budget

V. OUTCOMES

- A. Describe project implementation, unusual or unforeseen challenges or successes and the methods of handling them
- B. Learning outcomes
Describe what chapter members learned about marketing and management from the project
- C. Earning outcomes
Document earnings and compare to the projected budget
- D. Recommendations for improving the project
 - 1. Recommendations for future projects
 - 2. Plans for improving the learning and earning outcomes of the project

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more

- than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
 8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
 9. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents. Photographs in the manual must be scanned and placed as digital files.
 10. The entry must follow the sequence outlined. Additional subsections are permitted.
 11. The table of contents should follow the title page.

Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the campaign, its process and recommendations. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use as visual aids only display material mounted on not more than three (3) standard-sized posters 22 inches by 30 inches each (variable by ½ inch) and/or one (1) standard-sized presentation display board 36 inches by 48 inches (variable by ½ inch). Chapter representatives may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. Chapter representatives are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches. Chapter representatives are also allowed to make use of a personal laptop computer and/or a handheld digital organizer they provide. No set-up time will be allowed. No sound may be used. If chapter representatives use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the chapter representatives.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Written Entry Judging

Please familiarize yourself with all of the guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, which explains in greater detail what should be discussed in each section. As you read, ask yourself, “Does the writer sound knowledgeable? Is the writer communicating clearly?”

(Continued on next page)

You should complete the Written Entry Evaluation Form, making sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has been done).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the project will receive a zero for that area.
- ◆ ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the project at all).

It may help to go through several entries before actually starting to score the entries. Take notes on a separate piece of paper if you wish to ask the writer about specific areas of the written entry during the presentation.

Presentation Judging

Chapter representatives will appear for a 15-minute presentation with you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each participant or group of participants the same three questions (based on the Presentation Evaluation Form):

1. one question on the analysis of the business situation
2. one question on the planned operation of the proposed project
3. one question on the outcomes

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

We hope you are impressed by the quality of the work of these chapters and their representatives. If you have any suggestions for improving this project, please mention them to your series director.

We thank you for your help.

Learn and Earn Project, 2009

Participant(s): _____

Written Entry Evaluation Form

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry*
for a more detailed explanation of these items.

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
EXECUTIVE SUMMARY					
1. One-page description of the project.....4		3	2	1-0	_____
INTRODUCTION					
2. Type of project, product and/or service description, sources of information4		3	2	1-0	_____
ANALYSIS OF THE BUSINESS SITUATION					
3. Trading area analysis4		3	2	1-0	_____
4. Market segment analysis.....4		3	2	1-0	_____
PLANNED OPERATION OF THE PROPOSED PROJECT					
5. Proposed organization.....4		3	2	1-0	_____
6. Proposed product/service.....4		3	2	1-0	_____
7. Proposed marketing strategies: pricing and promotional activity(ies).....4		3	2	1-0	_____
Projected budget					
8. Projected operating budget4		3	2	1-0	_____
9. Rationale for the projected budget.....4		3	2	1-0	_____
OUTCOMES					
Introduction					
10. General project implementation.....4		3	2	1-0	_____
11. Learning outcomes.....4		3	2	1-0	_____
12. Earning outcomes4		3	2	1-0	_____
Recommendations for improving the project					
13. Recommendations for future projects.....4		3	2	1-0	_____
14. Plans for improving the learning and earning outcomes of the project.....4		3	2	1-0	_____
APPEARANCE AND WORD USAGE					
15. Professional layout, neatness, proper grammar, spelling and word usage4		3	2	1-0	_____

Written Entry Total Points (maximum 60 points): _____

Judge: A B C D E F G H I J (*circle one*)

Chapter
Team Events

Learn and Earn Project, 2009

Participant(s): _____

**Written Entry
Presentation Evaluation Form**

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation.....	8-7	6-5	4-3-2	1-0	_____
2. Question on the analysis of the business situation	8-7	6-5	4-3-2	1-0	_____
3. Question on the planned operation of the proposed project	8-7	6-5	4-3-2	1-0	_____
4. Question on the outcomes.....	8-7	6-5	4-3-2	1-0	_____
5. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?.....	4	3	2	1-0	_____
6. Overall performance, presentation technique, effective use of visual aids and participation of all.....	4	3	2	1-0	_____

Presentation Total Points (maximum 40 points): _____

RECAP: WRITTEN ENTRY (60): _____
PRESENTATION (40): _____
SUBTOTAL (100): _____
LESS PENALTY POINTS: _____
TOTAL SCORE: _____

Judge: A B C D E F G H I J (circle one)