

PROMOTIONAL BULLETIN BOARD NYS



PURPOSE

To encourage local SkillsUSA chapters to promote the organization, career and technical education, and related occupational information through a promotional bulletin board.

ELIGIBILITY (Team of 3)

One bulletin board from each chapter may be entered in the contest. Team of 3 members only -all will be interviewed.

CLOTHING REQUIREMENT

(INTERVIEW)

NYS Official attire for men: Official red blazer, NYS black/red windbreaker, the older national windbreaker or older red sweater; and the Black Carhartt Jacket from Nationals (personal identification concealed). Black dress slacks; white dress shirt; plain black tie with no pattern or a SkillsUSA black tie. Black socks and black shoes.

NYS Official attire for women: Official red blazer, NYS black/red windbreaker, the older national windbreaker or older red sweater; and the Black Carhartt Jacket from Nationals (personal identification concealed). Black dress slacks or skirt with businesslike white, collarless blouse or white blouse with small plain collar that may not extend onto the lapels of the blazer. Black sheer or skin-tone hose and black shoes, that are not backless or open toe.

Note: Contestants must wear their official contest clothing to the contest orientation meeting.

OBSERVER RULE

Observers will not be present during the actual judging. Promotional bulletin boards may be viewed after judging has been completed.

EQUIPMENT AND MATERIALS

All competitors must create a one-page résumé and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a 10-point penalty.

Note: Your contest may also require a hard copy of your resume as part of the actual contest. Check the NYS SkillsUSA website for more information.

SCOPE OF THE CONTEST

Knowledge Performance

There is no written knowledge test required for this contest. There will be a PDT knowledge test.

Skill Performance

The contest requires the development of a promotional bulletin board using the SkillsUSA National Theme, and it may also include promotion of local SkillsUSA chapter activities or technical, skilled and service occupations, including health occupations. Skill will also be evaluated through an interview.

Contest Guidelines

1. SkillsUSA headquarters establishes the theme for the Promotional Bulletin Board contest and announces it to the state associations by Sept. 1 for the following school year. To verify the correct national theme, go to:
www.skillsusa.org/competitions/skillsusa-championships/theme
 - a. The bulletin board must carry out the established theme
 - b. The bulletin board must be related to SkillsUSA
 - c. The bulletin board may include promotion of local SkillsUSA chapter activities
 - d. All career and technical education students who are SkillsUSA members are eligible to compete in the Promotional Bulletin Board contest
2. Bulletin Board Design and Workmanship
 - a. The majority of the display materials used must be student-prepared
 - b. The bulletin board must be the original and creative work of the individual chapter member(s)

- c. Review and follow basic guidelines for use of the SkillsUSA logo

Note: See website

www.SkillsUSABrandCenter.org and honor the space requirements



- d. A penalty of 10 points will be assessed for failure to comply with all SkillsUSA logo guidelines and regulations.
 - e. Follow U<S> copyright rules and regulations.
3. Intent of the Promotional Bulletin Board
- a. The bulletin board is a tool to convey ideas, ideals or activities related to SkillsUSA
 - b. The bulletin board should be designed to easily accommodate changes by using interchangeable parts to reflect activities, messages or draw attention to a function
- Note: An interchangeable part is one that is removed from the board and replaced with another element.*
- c. The bulletin board is not intended to be a wall hanging or poster board
4. Bulletin Board Size — The total size of the bulletin board may be smaller than, but may not exceed, the following dimensions:
- a. 4 feet wide by four 4 feet high by 2 inches 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.
- b. A penalty of five points per 1/8" over size will be assessed
5. Mounting Board and Support
- a. The quality of the board on which the display is mounted will not be judged
 - b. A mounting board is required
 - c. All areas of the mounting board must be covered with a paper product front and back
 - d. A 10-point penalty will be assessed if

any area of the mounting board is exposed

- e. Entries must be self-supporting. A 10-point penalty will be assessed for failure to comply
 - f. The supporting device will not be included in the measurement and cost figures
 - g. 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
 - h. 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
6. Bulletin Board Frame
- a. 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.*
- b. A frame cannot exceed 2½" in width. A 10-point penalty will be assessed for failure to comply
 - c. A frame can be made from any material
7. Bulletin Board Materials
- a. 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.
 - b. All materials on the bulletin board used as background and to convey the message will be limited to the following paper products:
 1. Construction paper
 2. Poster board
 3. Foam core
 4. Cardboard
 5. Mat board
 6. High Gloss photo paper
 7. Media printed on a large format printer/plotter

Note: All photos may be laminated; other surfaces may be painted, or colored

- c. 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. Remember, this is a bulletin board, not a poster. **Further Vinyl, car wrap material or any non-paper products which have been printed/cut on a large format printer/plotter are not approved products for the board.**
- d. 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
- e. If an interactive component (e.g. etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
- e. Student-taken photographs are allowed
- f. The chapter name, school, city or state may be used without penalty
8. Cost of Materials
- a. A maximum of \$300 (purchased, donated or borrowed) 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
- b. 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 cost of work done or obtained through a school.*
9. Résumé (50 points possible/5 percent of overall score)
- a. Overall appearance and professionalism.
- b. Accuracy in spelling, punctuation and capitalization (10 points)
- c. Complete contact information: name, address, phone, e-mail (5 pts)
- d. Career objective (5 pts)
Note: The objective should apply to the career in which the student is enrolled.
- e. Education (5 pts)
- f. Technical skills (10 pts)

Note: Technical skills should include such things as trade-related skills, certifications, software training etc.

- g. Employment (5 pts)
- h. Honors/awards/memberships (5 pts)
- i. References: available upon request (5 pts)
Note: Student should not supply the names and contact information for references. The words, “References: Available upon request” should be listed on the résumé.
- j. A 5-point penalty will be assessed if resume exceeds one page
10. Bulletin Board Evaluation (400 points possible)
- a. Gains attention
1. Focuses attention on important items (20)
 2. Pulls the eye to specific areas (20)
 3. Color and contrast commands attention (20)
 4. Balance creates interest (20)
 5. Shapes, lines, spaces and colors create an interesting and readable bulletin board. All text should be legible for the viewing audience (20 points)
- b. Development of theme
1. Theme of bulletin board is the official theme established by the SkillsUSA headquarters (25 pts)
Note: The theme includes the SkillsUSA slogan, i.e. SkillsUSA: Champions at Work, followed by annual verbiage from national headquarters. SkillsUSA: Champions at Work Educated and Skilled to Lead America
 2. Meaning and message of the bulletin board are apparent immediately. All imagery and text support the theme and concept (60 points)
 3. Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme (25)
 4. Lettering is related in scale and character to the spirit of the theme (25)

5. A 5-point penalty will be assessed for error in grammar, spelling and punctuation.
- c. Quality of work
1. Artwork is of consistent style and proportion (15)
 2. Computer-generated type, art or photos are sharp/smooth (non-pixelated) and photos are properly exposed, well-cropped and suitably sized (30)
 3. Edges of cutout pieces are clean and smooth (15)
 4. Detachable or 3-D pieces are stiff and self-supporting with no paper curl (15)
 5. Tiled or layered pieces are properly aligned (10)
- d. Imagination, creativity and originality
1. Bulletin board shows originality (20)
 2. Bulletin board is creative, in good taste and attractive (20)
 3. Differences in color, line and shapes depict good design and imagination (20)
 4. Illustrations, lettering and background harmonize and show innovation (20)
11. Interview Component (40 percent of overall score)
- a. All students shall be prepared to participate in the interview component
 - b. The interview component will consist of two parts: a presentation and a question and answer session
12. Presentation
- a. Note cards may NOT be used. A 50 point penalty will be assessed if contestant uses note cards.
- Student will use the notebook along with the bulletin board to enhance the presentation (40 points)
- Note: Be sure to demonstrate interchangeable parts. If an interactive component (e.g., QR code, software link, etc) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately
- Student will describe the bulletin board and how it conforms to the theme (35 points)
- b. Student will explain the process that the chapter followed to determine the scope and design of the bulletin board (30 points)
- c. Student will state the purpose and educational value of the bulletin board (30 points)
- Note: What did the students learn while working on the board? What can viewers learn from the bulletin board?*
- d. Student will discuss the chapter members' participation in the construction of the bulletin board (30 points)
 - e. Student will tell where and how the bulletin board will be used after the competition (30 points)
 - f. Student will discuss the benefits of the bulletin board to the chapter members (30 points)
 - g. Student's speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged (30 points)
 - h. Student's stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged (30 points)
 - i. Student's mechanics as in diction, grammar, pronunciation and enunciation will be judged (25 points)
 - j. Student's conclusion to presentation (30 points)
 - k. Time frame for presentation 3-5 minutes.
 - l. Time penalty – 5 points for each fraction of 30 seconds under 3 minutes or over 5 minutes will be assessed.
13. Question/Answer Session (quality of student's response to questions from judges)
- a. Student will deliver answers that are appropriate, organized and reflect logic and clarity (30 points)
 - b. Student's answers reflect knowledge and involvement in the promotional bulletin board project (30 points)
14. Notebook Requirements (15 percent of overall score)
- a. 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
 - b. Notebook must be a 1-inch SkillsUSA three-ring binder (10 points)
 - c. 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.

- d. Notebook must include a brief description of the purpose (20 points)
- e. Notebook must state educational value (20 points)
Note: What did the students learn while working on the board? What can viewers learn from the bulletin board?
- f. Notebook must describe the development and construction of the bulletin board (20 points)
- g. The notebook must be limited to 10 pages (20 surfaces) or less (10 points)
- h. Verification letter
 1. 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 school letterhead. (10 points)
 2. The letter must identify the school, city, state (5 points)
 3. The letter must identify the local advisor (5 points)
 4. The letter must identify the student who will be interviewed (5 points)
 5. The letter must state the division (high school or college/postsecondary) (five points)
 6. The letter must be signed by a local administrator, with full name and title included (10 points)
 7. A **quote** of the “fair market price” of the printing and/or other materials used on the board must be included (10 points)
 8. Failure to supply the required information will penalize the entry as outlined
- i. Notebook Outline: follow this page order to organize the notebook
 1. Verification Letter
 2. Purpose
 3. Educational Value
 4. Development/Construction
 5. Fair Market Value/Itemized List of Expenses
 6. Supporting Evidence

Total Points Possible for the Contest: 1,000 points

Procedure for Setup

- A. Only contestants will be permitted into the contest setup area and allowed to set up the bulletin board.
- B. Advisors will not be allowed into the contest setup area; thus, advisors cannot help with the setup. Failure to comply will result in disqualification of the bulletin board entry.
- C. Once the board is set up, contestants must leave the contest area. Set-up time is not a time to view other boards.

Standards and Competencies

BB 1.0 — Plan and develop an attractive and effective promotional bulletin board

- 1.1 Use elements such as color, balance and focal points to gain attention
- 1.2 Develop a coherent, meaningful and easily understood theme
- 1.3 Demonstrate quality artwork and design
- 1.4 Provide evidence of imagination, creativity and originality

BB 2.0 — Describe activities and respond to inquiries about activities in an interview setting

- 2.1 Introduce self professionally
- 2.2 Display good posture and appropriate dress and grooming
- 2.3 Demonstrate knowledge of promotional bulletin board development and design
- 2.4 Respond to four to six questions from the judging panel
- 2.5 Explain personal involvement in promotional bulletin board concisely, when applicable

BB 3.0 — Wear appropriate clothing for the national contest

- 3.1 Display clothing that meets state standards for competition
- 3.2 Demonstrate good grooming in dress and personal hygiene

The SkillsUSA competition theme for the 2017-18 year is: **SkillsUSA: Champions at Work, Job-Ready Day One**