NYS SkillsUSA Chapter Display Virtual Project

Scope of the Contest
The Chapter Display contest selects the outstanding promotional exhibit designed and constructed by SkillsUSA student members and other students at their school or college. The display is built around and articulates a common theme with subthemes that SkillsUSA establishes annually, as well as a focus on the SkillsUSA Framework. The final product should be an exhibit (display) that reveals how SkillsUSA student members enrolled in Career and Technical Education (CTE) are preparing for leadership in the world of work and will enter the workforce with the skills described in the SkillsUSA Framework.

SkillsUSA: Champions at Work, Empowered to Succeed
The topic to be addressed by contestants in the 2021 SkillsUSA Chapter Display, Prepared Speech and Promotional Bulletin Board competitions is our theme, “SkillsUSA: Champions at Work, Empowered to Succeed.”

Within this topic, contestants might illustrate or discuss any of the following:
1. What does “Empowered to Succeed” mean to you in relation to your career readiness?
2. How has participating in the SkillsUSA Program of Work empowered you to succeed?
3. How does the SkillsUSA Framework empower you to succeed?
   - How are you empowered with the personal skills needed for career success
   - How are you empowered with the workplace skills needed for career success?
   - How are you empowered with the technical skills needed for career success?
4. In what specific ways has SkillsUSA empowered you to be successful in life?
5. What activities or learning within your career and technical education program have empowered you to succeed?

Knowledge Performance
The contest will include a Resume, and Oral Presentation. See 2021 Technical Standards for specific project specifications. The video demonstration is a presentation of the Chapter Display that includes all three team members.

Contest Information (All items must be received by due date)

- **PDF Resume**
  - Upload one file with all contestant’s one-page resumes. You will be given a link to send them to by April 1, 2012.

Notebook
- Upload your notebook. You will be given a link to send it to. The notebook must be received by April 12, 2012. It cannot contain more than 24 pages.
- The written submission should describe the display and how it conforms to the theme and the SkillsUSA framework. The submission should include the following details:
  a. How the display was conceptualized, and the layout and design was determined.
  b. How the central theme was carried out and how the SkillsUSA Framework was incorporated into the display.
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c. The educational value of the display for the students that constructed it, as well as for the audience who views the display.
d. The creativity and originality incorporated into the display.
e. How the display was constructed according to a plan.
f. The quality of the workmanship in the construction of the display.
g. What different occupational and academic program team members participated in the construction of the display.
h. The timelines and number of hours spent constructing the display.
i. What parts of the display (if any) were commercially made.
j. The cost of constructing the display.
k. How the display was designed to facilitate easy transportation and setup/teardown.
l. How the display was used or will be used at the local school/college and community to promote occupational programs and SkillsUSA.

- A letter certifying that the display was designed and constructed by students MUST be the first slide of the electronic presentation. The letter must be signed by a local school or college administrator on school official letterhead stationery. The letter must identify the students who will be interviewed. It must also identify the school, city, and state.

Zoom Interview/Role Play
You will receive a specified date/time to participate in a virtual interview/role play via Zoom with industry professionals. You should be dressed in your SkillsUSA attire for this session.

*During your Zoom Session, you will be asked questions pertaining to your Chapter Display project. All team members are expected to participate.*
CHALLENGE: NYS Chapter Display (Virtual)

**Purpose**
The Chapter Display contest selects the outstanding promotional exhibit designed and constructed by SkillsUSA student members and other students at their school or college. The display is built around and articulates a common theme with subthemes that SkillsUSA establishes annually, as well as a focus on the SkillsUSA Framework. The final product should be an exhibit (display) that reveals how SkillsUSA student members enrolled in Career and Technical Education (CTE) are preparing for leadership in the world of work and will enter the workforce with the skills described in the SkillsUSA Framework.

**Contestant Number must be visible at all times**

**Eligibility (Team of 3)**
Open to active SkillsUSA members. Two displays from each state association may be entered in the contest: one in high-school and one in college/postsecondary competition.

**Clothing Requirements**

**Class A: NYS SkillsUSA Official Attire**

- Red SkillsUSA blazer, windbreaker, or sweater, or black or red SkillsUSA jacket. Also, the NYS SkillsUSA red/black jacket.
- Button-up collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer sweater windbreaker or any jacket.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose)
- Black dress shoes - no open back or open toed shoes
- No identification of the contestant, school or state is allowed on clothing.
- No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.
- No shorts or sleeveless shirts are allowed.
- Skirts must be at least knee-length.
- Proper Personal Protective Equipment (PPE) must be worn by contestant to meet all state, local and school requirements due to COVID-19.

**Equipment and Materials**

1. Supplied by the technical committee:
   a. Timekeeper
   b. All necessary information and furnishings for judges and technical committee

2. Supplied by the contestant:
   a. Computer with high-speed internet capability and camera to use applications such as Zoom and Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link:
   [https://www.speedtest.net/](https://www.speedtest.net/) Allow the page to load and click on GO.
   b. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera requirements will be located on the SkillsUSA website at [http://updates.skillsusa.org](http://updates.skillsusa.org).
c. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite "hands and eyes" for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in accurate scoring of the contestants work or presentation. However, the Proctor shall not serve as a judge nor have any influence in contestant scores.

d. The contestants instructor or advisor shall be on site to observe all competition activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification.

Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the NYS SkillsUSA website.

**SCOPE OF THE CONTEST**

**Knowledge Performance**
There is no written knowledge test required in this contest.

**Skill Performance**
This contest is a multi-member team event involving SkillsUSA members and students at the school or college from career and technical education (CTE) programs, as well as from academic programs. The display contest enables students to conceptualize a promotional and educational exhibit, set goals for creating the exhibit and develop and execute a plan for constructing the exhibit. In the process of constructing the exhibit (chapter display), students have a hands-on opportunity to get involved in developing a design, working cooperatively with others as a team to construct the display, learning how to communicate effectively, marketing a product (display) and demonstrating workplace skills such as those included in the SkillsUSA Framework. These major competencies are comprised of a number of sub-competencies listed below.

**Contest Guidelines**
1. The display must be designed and constructed by students who were enrolled during the school year immediately preceding the National Leadership and Skills Conference.
2. The maximum size of the display will be 48” wide by 48” deep, by 84” measured from the floor and parallel to a line running from drapery posts in front of the display. The minimum size of a floor or table top display will be 32” wide by 32” deep by 42” high measured from the floor or from a table top parallel to the front of the display area. All moving or stationary parts, including such display components as flags, carpet, draperies and signs, must remain inside of these.
dimensions. If a display is positioned other than parallel to the front of the space provided, the width and depth dimensions still apply. All parts of the display must stay within the specified dimensions.
**Penalty:** Five points will be deducted for each 1/8" over the prescribed size for any dimension or for each 1/8" under the prescribed size for any dimension. If foldout, pivoting, rotating or moving portions are used in the display, they must be arranged to comply with the minimum and maximum size of the display.

3. A team of three (3) contestants in official SkillsUSA attire, must participate in a presentation/interview component in which all three team members describe the display and how it conforms to the theme and the SkillsUSA framework.

The team must also submit their official SkillsUSA notebook to the link that will be provided.

The presenters/interviewees should impart information to judges on the following:

a. How the display was conceptualized, and the layout and design was determined.

b. How the central theme was carried out and how the SkillsUSA Framework was incorporated into the display.

c. The educational value of the display for the students that constructed it, as well as for the audience who views the display.

d. The creativity and originality incorporated into the display.

e. How the display was constructed according to a plan.

f. The quality of the workmanship in the construction of the display.

g. What different occupational and academic program team members participated in the construction of the display.

h. The timelines and number of hours spent constructing the display.

i. What parts of the display (if any) were commercially made?

j. The cost of constructing the display.

k. How the display was designed to facilitate easy transportation and setup/teardown.

l. How the display was used or will be used at the local school/college and community to promote occupational programs and SkillsUSA.

The presentation/interview will be no more than seven minutes in length. A timekeeper will announce when 30 seconds remain in the interview time allotment so contestants and judges can complete final comments. The presentation/interview will end at the seven-minute set time. There will be no time penalties for the presentation/interview.

A letter certifying that the display was designed and constructed by students MUST be also submitted. The letter must be signed by a local school or college administrator on school official letterhead stationery. The letter must identify the students who will be interviewed. It must also identify the school, city and state.
A five-point penalty will be assessed for each page beyond 24.

4. When the display team is directed to their display on the day of competition, they need to quickly activate their display and tell the technical chairperson when they are ready to begin the presentation. Three or more judges will be seated in front of the display. The team can quickly introduce themselves if they wish. Time will begin when the judges are seated and at the command of the technical chairperson. Team members will have up to seven (7) minutes to present information to judges and to answer judges question. Time will be called at the end of 7 minutes and the technical chairperson will ask the judges if they have seen and heard everything about the display. At the conclusion of the presentation/interview, the technical chair will ask the team as to whether or not the display can be deactivated and if they want to remove any electronic hardware for security concerns, which should be designed into the display for quick removal.

5. If displays use electronic equipment, surge protectors should be installed. The SkillsUSA headquarters cannot be responsible for current surges. Consider using a power strip with a circuit breaker for 110-volt power. Displays that have electrical/electronic components should be designed so that they can be activated and deactivated with one switch. The activation time will be reduced by the interview participant and the switch will be left at the display following the interview for further review by the judges.

6. No flammable liquids or compressed gases may be used in a display. Any display that in the opinion of the technical committee or the judges appears to be unsafe or dangerous may be disqualified.
about the overall quality of the displays and the interviews.

Standards and Competencies

DIS 1.0 — Develop a design for the display.

1.1 Define the purpose of chapter displays.
1.2 Brainstorm design ideas (theme directed and educational value focused).
1.3 Rank ideas most likely to be accepted.
1.4 Establish consensus decision making.
1.5 Read and comprehend the rules and regulations for displays.
1.6 Identify criteria for the design (originality, creativity, innovation and motivation).
1.7 Develop a sketch or rough drawing for the design.
1.8 Apply design principles of:
   1.8.1 Function.
   1.8.2 Balance.
   1.8.3 Color.
   1.8.4 Shape.
   1.8.5 Placement of compon ents,
   1.8.6 Use of type fonts and sizes.
1.9 Select appropriate materials for the display.
1.10 Construct the display in modular form for ease of setup and tear-down.
1.11 Install motors and motor controls to facilitate display movement — C&T Literacy.
1.12 Program computer slide shows — C&T Literacy.
1.13 Secure needed components from a business or industrial firm.
1.14 Install audio equipment and controlled lighting — C&T Literacy.
1.15 Plan, organize and manage steps of procedure for constructing the display.
1.16 Evaluate the design using established criteria.
1.17 Modify the design using evaluation data.

DIS 2.0 — Work together as a team

2.1 Demonstrate five characteristics of effective teams.
   2.1.1 Clear direction (understands theme and mission).
2.1.2 Diversity of team members (assembles diverse team members).
   a. Members from different CTE programs.
   b. Members from different cultures.
   c. Members of different gender.
      1. Shared leadership (set team rules; establishes roles and responsibilities).
      2. Straightforward handling of controversy (disciplined approach).
      3. A safe, supportive climate.

2.2 Identify style of leadership used in team work.

2.3 Match team member skills and group activity.

2.4 Schedule and organize team work.

2.5 Work as a team to complete team task.

2.6 Evaluate group process and progress toward completed display.

2.7 Recognize and value team member contributions.

3.8 Create a team to set up and dismantle the display efficiently.

DIS 4.0 — Communicate with others (display construction and interview).

4.1 Formulate clear messages.

4.2 Communicate verbally with others.

4.3 Demonstrate nonverbal communication skills.

4.4 Demonstrate the three-step method of communication (intro, body and summary).

4.5 Influence others by emphasizing key topics of information.

DIS 3.0 — Organize work.

3.1 Identify individuals with special skills.

3.2 Review work rules.

3.3 Set priorities to meet deadlines.

3.4 Assign individuals to display construction tasks.

3.5 Develop a time log to record worker time on tasks.

3.6 Manage the work process.

3.7 Clean up the work area and store tools, equipment and display components.
4.6 Exhibit knowledge of the display with confidence.
4.7 Develop a display presentation speech.
4.8 Practice the presentation speech.
4.9 Demonstrate appropriate handshakes.
4.10 Greet people with a smile and introduce yourself by number.
4.11 Speak with appropriate volume and use inflection and word emphasis.
4.12 Listen to questions carefully.
4.13 Respond to questions concisely.
4.14 Manage presentation time.
4.15 Thank the judges for their time.

DIS 5.0 — Market the display.
5.1 Take pictures of the construction of the display.
5.2 Organize pictures with captions in the notebook.
5.3 Develop written pages of information with appropriate type size.
5.4 Develop creative page backgrounds.
5.5 Organize the notebook content beginning with an official letter from an administrator.
5.6 End the notebook with a concluding page.

DIS 6.0 — Demonstrate workplace skills.
6.1 Demonstrate the safe operation of tools and equipment.
6.2 Follow established rules, regulations and policies.
6.3 Read and interpret sketches and drawings.
6.4 Follow written and oral directions.
6.5 Accept constructive criticism.
6.6 Develop a work plan.
6.7 Ask questions about tasks when necessary.
6.8 Evaluate the quality of work.
6.9 Maintain a safe, organized work area.
6.10 Display initiative.
6.11 Practice time management.
6.12 Demonstrate a willingness to learn.
6.13 Display enthusiasm.
6.14 Assume responsibility for decisions and actions.
6.15 Complete team tasks.
6.16 Develop a packaging system to transport the display without damage.
6.17 Demonstrate high quality workmanship including fit, lettering and finish.

6.18 Evaluate the finished display and make appropriate modifications.

DIS 7.0 — SkillsUSA Framework.

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these essential elements. Please reference the graphic above, as you may be scored on specific elements applied to your project. For more, visit: www.skillsusa.org/about/skillsusa-framework/.