NYS SkillsUSA Promotional Bulletin Board Virtual Project

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

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, notebook, and Video with Oral Presentation. See 2021 Technical Standards for specific project specifications. The video demonstration is a presentation of the Promotional Bulletin Board that includes all three team members.

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

- PDF Resume
  - Upload one file with all contestants’ one-page resumes and send to mmccloskey@nyssliksusa.org by April 12, 2021.

Notebook
- Notebook can be scanned and sent electronically to mmccloskey@nyssskillsusa.org or notebook can be sent to:
  Midge McCloskey
  21 Pine Knoll Dr.
  Rochester, NY 14624
  Notebook will be returned
  Notebook must be received by April 12, 2021
- The written submission (limit 10 pages- review Technical Standards)
  1. Verification letter
  2. Purpose
  3. Educational value
  4. Development/Construction
  5. Fair market value/Itemized list of expenses
  6. Supporting evidence
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**Zoom**
There will be a zoom where all team members will deliver a presentation/demonstration that includes the visual display.
Time limit: 5-7 minutes
  - All three members are expected to participate in the presentation

**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 NYS SkillsUSA attire for this session.

*During your Zoom Session, you will be asked questions pertaining to your Promotional Bulletin Board project. All team members are expected to participate.*

Contestant number must be seen at all times.
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)
Two bulletin boards from each state association may be entered in the contest — one in the high-school and one in the college/postsecondary competition.

CLOTHING REQUIREMENT
NYS 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
- Contestant clothing options include the following:
  o Official Competition Clothing.
  o Trade Appropriate Clothing.
  o Professional Dress.
  o Business Casual.
- Clothing must meet industry safety standards.
- 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. Computer with high-speed internet capability and camera to use applications such as Zoom, 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/. Allow the page to load and click on GO.
2. 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 NYS SkillsUSA website.
3. 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 task’s 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 contestant’s work or presentation. However, the Proctor shall not serve as a judge nor have any influence in contestant scores.
4. The contestant’s 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.
5. All competitors must create a one-page résumé and submit an electronic copy to an link that will be sent out by April 1, 2021. All submissions must be received by April 12, 2021. Failure to do so will result in a 10-point
penalty. An electronic résumé

copy will be

Scope of the Contest

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

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 also will be evaluated through an interview.

Contest Guidelines
1. The SkillsUSA national headquarters staff establishes the theme for the Promotional Bulletin. This year’s theme is “SkillsUSA: Champions at Work, Empowered to Succeed.” The bulletin board must carry out the established theme.
   a. The bulletin board must be related to SkillsUSA.
   b. The bulletin board may include promotion of local SkillsUSA chapter activities.
   c. 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. 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.
   b. Use of the official SkillsUSA logo is prohibited. The verbiage “SkillsUSA: Champions at Work, [Current Theme]” is required and should be text only. A 50-point penalty will be assessed for failure to comply.
   c. Follow U.S. copyright rules and regulations for all imagery.

3. Intent of the Promotional Bulletin Board
   a. The bulletin board is a tool to convey ideas, ideals or activities related to SkillsUSA.
   b. 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.
   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’ 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.
   b. A penalty of five points per \( \frac{1}{8} \)” over size will be assessed.

5. Mounting Board and Support
   a. A Mounting board is required.
   b. The quality of the board on which the display is mounted will not be judged.
   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 2\( \frac{1}{2} \)” 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. Approved 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/Gatorboard
4. Cardboard
5. Mat board
6. 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 for the board.

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-warp material or any non-paper products that have been printed or cut on a large-format printer/plotter are not approved products for the board. No audiovisual equipment, electrical, tchonical, automatic or manual moving parts are to be used. A 10-point penalty will be assessed for failure to comply.

d. 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.

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 the cost of work done or obtained through a school.

9. Bulletin Board Evaluation (400 points/40 percent of overall score)
a. Gains attention
1. Focuses attention on important items (30 points)
2. Color and contrast command attention (5 points)
4. Balance creates interest (5 points)
5. Shapes, lines, spaces and colors create an interesting and readable bulletin board. All text should be legible for the viewing audience. (5 points)

b. Development of theme
1. Theme of bulletin board is the official theme established by the SkillsUSA national headquarters (25 points) Note: The theme includes the SkillsUSA slogan, i.e., SkillsUSA: Champions at Work, [Current Theme] as announced by annual verbiage from SkillsUSA national headquarters
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 points).
4. Lettering is related in scale and character to the spirit of the theme (25 points).
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 points).
2. Computer-generated type, art or photos are sharp/smooth (non-pixilated) and photos are properly exposed, well-cropped and suitably sized (30 points).
3. Interchangeable parts are creative, purposeful and innovative, offering a clear message and changing ideas (60 points).
4. Interchangeable parts are stiff and self-supporting with no paper curl, clean edges and smooth tiling (25 points).

d. Imagination, creativity and originality
1. Bulletin board shows originality (20 points).
2. Bulletin board is creative, in good taste and attractive (20 points).
3. Differences in color, line and shapes depict good design and imagination (20 points).
4. Illustrations, lettering and background harmonize and show innovation (20 points).

10. Interview Component (40 percent of overall score)
   a. All three members 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.

11. Presentation
   a. Notecards may not be used. A 50-point penalty will be assessed if contestant uses notecards.
   b. Students will demonstrate interchangeable parts and use the notebook along with the bulletin board to enhance the presentation (40 points).
   Note: 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.
   c. Students will describe the bulletin board and how it conforms to the theme (35 points).
   d. Students will explain the process the chapter followed to determine the scope and design of the bulletin board (30 points).
   e. Students 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?
   f. Students will discuss the chapter members’ participation in the construction of the bulletin board (30 points).
   g. Student will explain where and how the bulletin board will be used after the competition (30 points).
   h. Students will discuss the benefits of the bulletin board to the chapter members (30 points).
   i. Speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged (30 points).
   j. Stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged (30 points).
   k. Mechanics as in diction, grammar, pronunciation and enunciation will be judged (25 points).
   l. Fully developed conclusion to presentation (30 points)
   m. Time frame for presentation is five to seven minutes.
   n. Time penalty: 5 points for each fraction of 30 seconds under five minutes or over seven minutes will be assessed.

12. 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).

13. Notebook Requirements (15 percent of overall score)
   a. In addition to the actual Notebook as described below, contestants must be submitted in electronic format copy of all required pages at least seven (7) days in advance of the contest. Instructions for submission of all electronic documents will be provided on the NYS SkillsUSA website.
   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). Notebook must be limited to 10 pages (20 surfaces) or less (10 points).
   g. 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 and state (5 points).
      3. The letter must identify the local advisor (5 points).
      4. The letter must identify the three students.
that make up the team (5 points).
5. The letter must state the division (high school or college/postsecondary — 5 points).
6. The letter must be signed by a local administrator, with full name and title included (10 points).
7. Failure to supply the required information will penalize the entry as outlined.

h. 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
   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.
   6. Supporting evidence

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 national standards for competition
3.2 Demonstrate good grooming in dress and personal hygiene

BB 4.0 — 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 below left, as you may be scored on specific elements applied to your project. For more, visit: www.skillsusa.org/about/skillsusa-framework/.