



## PROMOTIONAL BULLETIN BOARD



### PURPOSE

To encourage local NYS SkillsUSA chapters to promote the organization, career and technical education and related occupational information through a Promotional Bulletin Board.

### ELIGIBILITY (TEAM OF 3)

One team of 3 NYS SkillsUSA members from each school may be entered in the competition.

### CLOTHING REQUIREMENTS

#### NYS SkillsUSA Official Attire:

- Official red blazer, NYS Black Jacket, the older red national windbreaker or older red sweater and the Black or red Jacket from Nationals.  
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 of the outer layer coats
- 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 shoes, that are not backless or open toe.

*Note:* Contestants must wear their contest clothing to the contest orientation meeting.  
Also bring #2 pencil, resume, and safety assurance form.

## **OBSERVER RULE**

Observers may not be present during the judging. Promotional bulletin boards may be viewed on Thursday when judging is done.

## **EQUIPMENT AND MATERIALS**

1. Supplied by the technical committee:
  - a. A 3'x7' (depth x width) booth will be available for displaying boards in the competition area.
  - b. All necessary information for the judges and technical committee
2. Supplied by the competitors:
  - a. All competitors must create a one-page resume. See “Resume Requirement” below for guidelines. Additionally, and as part of the competition, competitors will submit a hard copy of their resume at orientation.

## **RESUME REQUIREMENT**

Competitors must create a one-page resume to submit at orientation.

## **DEVICES**

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected by the contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

## SCOPE OF THE COMPETITION

### KNOWLEDGE PERFORMANCE

All competitors are required to take the NYS SkillsUSA professional development test at orientation.

There is no written knowledge test required for this competition. Competitors are required to take the SkillsUSA Professional Development test at the orientation meeting.

### SKILL PERFORMANCE

The competition 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. Communication skills will also be evaluated through an interview.

### ONLINE SUBMISSION REQUIREMENTS

1. Digital copy (PDF) of the notebook must be **submitted online prior to April 17, 2026**, to [burtbeebe@hotmail.com](mailto:burtbeebe@hotmail.com)
2. This requirement is in addition to submitting the actual notebook during orientation.

### COMPETITION GUIDELINES

1. The SkillsUSA national headquarters staff establishes the annual theme for the Promotional Bulletin Board competition and announces it to the state associations by Sept. 1 for the school year. This year's theme is SkillsUSA: Champion Your Future.
  - a. The bulletin board must carry out the established annual theme.
  - b. The bulletin board must be related to SkillsUSA and CTE
  - 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 competition.
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 and any other themed logo artwork prepared by SkillsUSA (Framework, yearly theme, etc.) is prohibited. The verbiage "SkillsUSA: Champion Your Future" 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.
  - d. Use of AI tools to generate final design concepts and make layout decisions is not an 'Ethical Use Of AI' for this competition, so please read (posted below) and comply with the National Guidelines For The Ethical Use Of AI. Penalties will apply.

*Integrity is a core value at SkillsUSA, and all student members must uphold this principle-- whether using AI-based tools or otherwise. For competitions, responsible use of AI-based tools in completing tasks or assessments must be done in accordance with the following:*

- 1 You must clearly identify the use of AI-based tools in your work. Any work that utilizes AI- based tools must be clearly marked and cited as such, including the specific tool(s) used.*
- 2 You must be transparent in how you used the AI-based tool, including what work is your original contribution. An AI detector may be used to detect AI-driven work.*
- 3 You must ensure your use of AI-based tools does not violate any copyright or intellectual property laws.*
- 4 You must not use AI-based tools to cheat on assessments.*
- 5 You must not use AI-based tools to plagiarize without citation.*

*Learning to use AI is an emerging skill, and competitors should be aware of the limits of AI tools. You may use AI programs, e.g. ChatGPT, to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. You will be responsible for any errors or omissions provided by the tool. Beware that use may also stifle your independent thinking and creativity. **You may not submit any work generated by an AI program as your own.** If you include material generated by an AI program, it should be cited like any other reference material.*

*It works best for topics you understand. AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining what you used the AI for and what prompts you used to get the results. Failure to do so violates the integrity policy. Be thoughtful about when this tool is useful. They don't always make products easier or better. Don't use it if it isn't appropriate for the case or circumstance.*

3. Intent of the Promotional Bulletin Board
  - a. The bulletin board is a tool to convey ideas, information, 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 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 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 board's face. 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 board or wall hanging.
  - 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., QR code or software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
  - f. Student-taken photographs are allowed.
  - g. 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 materials) may be spent on the entire display and backing board (frame and support costs excluded). A 10-point penalty for every \$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 (395 points)
- a. Gains attention
    - 1.) Focuses attention on important items (35 points)
    - 2.) Color and contrast command attention (5 points)
    - 3.) Balance creates interest (5 points)
    - 4.) 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)

- 2.) The 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 errors 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-pixelated), and photos are properly exposed, well-cropped and suitably sized (15 points).
  - 3.) Interchangeable parts are creative, purposeful, and innovative, offering a clear message and changing ideas (75 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 — All three members shall be prepared to participate in the interview component. The interview component will consist of two parts: a presentation and a question-and-answer session. (395 points)
- a. Presentation
- 1.) Notecards may *not* be used. A 50-point penalty will be assessed if competitor uses notecards.
  - 2.) 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.
  - 3.) Students will describe the bulletin board and how it conforms to the theme (35 points).
  - 4.) Students will explain the process the chapter followed to determine the scope and design of the bulletin board (30 points). (*See below an excerpt from National Guideline For The Ethical Use Of AI to ensure the design process is documented properly*)
  - 5.) 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?
  - 6.) Students will discuss the chapter members' participation in the construction of the bulletin board (25 points).
  - 7.) Students will explain where and how the bulletin board will be used after the competition (30 points).

- 8.) Students will discuss the benefits of the bulletin board to the chapter members (30 points).
  - 9.) Speaking skills to include variances of pitch, tempo, volume, and enthusiasm will be judged (30 points).
  - 10.) Stage presence, including poise, eye contact, gestures, confident appearance, and attitude will be judged (30 points).
  - 11.) Mechanics such as diction, grammar, pronunciation, and enunciation will be judged (25 points).
  - 12.) Fully developed conclusion to presentation (30 points)
  - 13.) Time for the presentation is five to seven minutes.
  - 14.) Time penalty: 5 points for each fraction of 30 seconds under five minutes or over seven minutes will be assessed.
- b. Question/Answer Session (quality of student's response to questions from judges)
- 1.) Student will deliver answers that are appropriate, organized and reflect logic and clarity (30 points).
  - 2.) Student's answers reflect knowledge and involvement in the promotional bulletin board project (30 points).
11. Notebook Requirements (140 points) The notebook is judged separately from the board. This document should tell the story of the development of your team's board.
- 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. For judging purposes, a PDF of the notebook shall be submitted to the designated online site.
  - d. 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.
  - e. Notebook must include a brief description of the purpose (20 points).
  - f. 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?
  - g. Notebook must describe the development and construction of the bulletin board (20 points).
  - h. Notebook must be limited to 10 pages (20 surfaces) or less (10 points).
  - i. 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 the school letterhead (5 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 (5 points).

- 7.) Failure to supply the required information will penalize the entry as outlined.
- j. 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 (10 points)
 

*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
12. Resume (45 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, email (5 points)
  - d. Career objective (5 points)
  - e. Education (5 points)
  - f. Technical skills (5 points)
 

*Note:* Technical skills should include such things as trade-related skills, certifications, software training, etc.
  - g. Employment (5 points)
  - h. Honors/awards/memberships (5 points)
  - i. References: available upon request (5 points)
 

*Note:* Competitors should not supply the names and contact information for references. The words, “References: Available upon request” should be listed on the resume.
  - j. A 5-point penalty will be assessed if resume exceeds one page.
13. SkillsUSA Professional Development Test (25 points)

### **PROCEDURE FOR SET UP**

1. The NYS SkillsUSA headquarters will not be responsible for bulletin boards not being removed from the exhibit area by 4pm on the day of the NYS SkillsUSA Championships. Failure to do so could result in damage, destruction, or disposal by the cleanup crew.
2. Only competitors will be permitted into the competition area to set up the bulletin board. **Program states:** Wed. 3–7 p.m. Set up Displays, Bulletin Boards, Computers at contest locations
3. Advisors will not be allowed into the competition setup area and cannot help with the setup.
4. Once the board is set up, competitors must leave the competition area. Setup 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 yourself 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 NYS competition**

- 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/](http://www.skillsusa.org/about/skillsusa-framework/).

