



PROJECT MANAGEMENT EVENTS

Business Solutions Project **PMBS**

Sponsored by National Association of State Procurement Officials (NASPO)

Career Development Project **PMCD**

Sponsored by National Apartment Association Education Institute (NAAEI)

Community Awareness Project **PMCA**

Sponsored by Piper Sandler

Community Giving Project **PMCG**

Sponsored by AT&T

Financial Literacy Project **PMFL**

Sponsored by iCEV

Sales Project **PMSP**

Sponsored by Spirit Box



PIPER | SANDLER



The **Project Management Events** require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project.

Participants in the Project Management Events will:

- identify a problem
- develop a project management plan related to the problem
- implement the project using project management skills
- develop a written report and presentation on the project

The project may begin at any time after the close of the previous year's chartered association conference and run to the beginning of the next chartered association conference.

The guidelines for each of the Project Management Events are consolidated to facilitate coordination of participant activities in each of the categories. This means the guidelines will be exactly the same for each category. However, each category will be treated separately as a competitive event. **Projects can only be submitted in one event category.**

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of project.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Solutions uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee onboarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.

Career Development uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, and career workplace re-entry and mentor programs.

Community Awareness uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.

Community Giving uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt-a-family events, etc.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

Financial Literacy uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning and student loan workshops.

Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards and yearbook sales.

EVENT OVERVIEW

- The Project Management Events consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 100 points, and the oral presentation will account for 100 of the total 200 points.
- Each Project Management Event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge's questions.
- For the presentation, the participants are to assume the role of project managers. The judge will evaluate the presentation, focusing on how the participants explain the use of project management skills and the effectiveness of the presentation technique.

PROJECT ORIGINALITY

In many Project Management Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding teams often take the previous year's successful project and seek to improve it. If that strategy works in achieving a chapter's goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Teams submitting entries for Project Management Events, however, should be challenged to do more than update the previous year's written project. Project committees should avoid even reviewing the previous year's entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter's project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.



1-3 PARTICIPANTS



**20 PAGES
ALLOWED**



PRESENT PROJECT



**15 MINUTES
INTERVIEW TIME**

WRITTEN ENTRY GUIDELINES

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

PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

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:

NAME OF THE EVENT (one of the following):

- BUSINESS SOLUTIONS PROJECT
- CAREER DEVELOPMENT PROJECT
- COMMUNITY AWARENESS PROJECT
- COMMUNITY GIVING PROJECT
- FINANCIAL LITERACY PROJECT
- SALES PROJECT

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

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).

This outline must be followed. 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-to three-page description of the project

II. INITIATING

- A. Statement of the need/opportunity
- B. Project scope — brief description of the project (purpose, rationale and expected benefits)

III. PLANNING AND ORGANIZING

- A. Project goals
- B. Human resource management plan — team member roles, skills and strengths and responsibilities
- C. Schedule
 - i. Milestone — describe the 2-4 major milestones (activities) needed to accomplish
 - ii. Timeline to reach each milestone
- D. Quality management plan — key metrics
- E. Risk management plan —potential issues, potential impact of the issue and response strategy
- F. Proposed project budget — include both monetary and in-kind donations when applicable

IV. EXECUTION

Description and documentation of the project plan implementation

V. MONITORING AND CONTROLLING

- A. Monitoring — describe how you monitored your schedule, budget and project quality
- B. Controlling — list issues encountered and how you dealt with them

VI. CLOSING THE PROJECT

- A. Evaluation of key metrics
- B. Lessons learned — describe what worked well and what didn't work well for each of the project management processes: initiating, planning and organizing, execution, monitoring and controlling
- C. Recommendations for future projects

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an 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.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

WRITTEN ENTRY JUDGING

A judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Any visual elements (where allowed) will be evaluated on how clearly and effectively they support the content.

PRESENTATION GUIDELINES

- The participants are to assume the role of project managers.
- The participants will present the plan to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants are to assume the role of project managers.

Participants will make a 15-minute presentation to you.

At the beginning of the presentation (after introductions), the participants will describe the project. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 100 points.



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WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. A clear, concise and well-structured executive summary (one to three pages) covering all key aspects of the project.	0-1-2-3	4-5-6	7-8-9	10	
INITIATING	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
2. Clearly defines the need/opportunity and articulates the project scope in a way that reflects both depth of understanding and real-world relevance.	0-1-2-3	4-5-6	7-8-9	10	
PLANNING AND ORGANIZING	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
3. Develops and justifies interconnected project components (goals, HR plan, schedule, quality, risk, and budget) demonstrating strategic foresight, prioritization, and alignment with project goals.	0-1-2-3-4-5-6-7	8-9-10-11-12-13	14-15-16-17-18-19	20	
EXECUTION	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
4. Provides a compelling, well-supported narrative and documentation of how the plan was implemented, highlighting team coordination, adaptation, and decision-making in action.	0-1-2-3-4-5-6-7	8-9-10-11-12-13	14-15-16-17-18-19	20	
MONITORING AND CONTROLLING	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
5. Demonstrates how feedback, data, and checkpoints were actively used to assess progress, resolve challenges, and maintain alignment to goals across schedule, quality, and budget.	0-1-2-3	4-5-6	7-8-9	10	
CLOSING THE PROJECT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Evaluates the overall success of the project using key metrics, extract lessons learned with insight and offer forward-thinking recommendations that show strategic reflection.	0-1-2-3-4-5-6-7	8-9-10-11-12-13	14-15-16-17-18-19	20	
PROFESSIONAL STANDARDS	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
7. Displays a professional layout using appropriate business language and correct grammar.	0-1-2-3	4-5-6	7-8-9	10	

WRITTEN ENTRY TOTAL POINTS (100)



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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Initiating Provides clear and logical rationale for the project describing the need or opportunity the project addresses.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Planning and Organizing Demonstrates a well-structured project plan that aligns goals, timelines, roles, resources, and risk management strategies to ensure cohesive implementation.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Execution Effectively implements the project plan through coordinated action, progress monitoring, problem-solving, and documented evidence of completed tasks.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Monitoring and Controlling Demonstrates how feedback, data, and checkpoints were actively used to assess progress, resolve challenges, and maintain alignment to goals across schedule, quality, and budget.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Closing the Project Demonstrates use of evaluation techniques to provide meaningful measures of success (e.g., KPIs, impact data, etc.), variances, challenges, and future recommendations.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Effectiveness Presentation effectively persuades, informs, or inspires by communicating a clear message.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (100)	
WRITTEN ENTRY (100)	
PRESENTATION (100)	
SUBTOTAL (200)	
LESS PENALTY POINTS	
TOTAL SCORE	