

# PROMOTIONAL BULLETIN BOARD



## PURPOSE

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

First, download and review the General Regulations at: <http://updates.skillsusa.org>.

## 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

### Class A: SkillsUSA Attire:

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA 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 or the blazer, sweater, windbreaker or 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

These regulations refer to clothing items that are pictured and described at: [www.skillsusastore.org](http://www.skillsusastore.org). If you have questions about clothing or other logo items, call 800-401-1560 or 703-956-3723.

**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 on Thursday during the week of the SkillsUSA Championships.

## EQUIPMENT AND MATERIALS

A 3'x7' (depth x width) booth will be available for displaying boards in the competition area.

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 résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the SkillsUSA website at: <http://updates.skillsusa.org>.

## 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. 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/](http://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. 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 logo is prohibited. The verbiage “SkillsUSA: Champions at Work, [Current Theme]” is required and should be text only.
    - 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 feet wide by 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. A Mounting board is required.
    - b. The quality of the board on which the display is mounted will not be judged.
    - c. A mounting board is required.
  - d. All areas of the mounting board must be covered with a paper product front and back.
  - e. A 10-point penalty will be assessed if any area of the mounting board is exposed.
  - f. Entries must be self-supporting. A 10-point penalty will be assessed for failure to comply.
  - g. The supporting device will not be included in the measurement and cost figures.
  - h. 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.
  - I. 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. 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-wrap material or any nonpaper products that have been printed or 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., QR code, 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) 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. 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, email (5 points)
    - d. Career objective (5 points)
    - e. Education (5 points)
    - f. Technical skills (10 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:** 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 résumé exceeds one page.
10. 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 headquarters (25 points)
 

**Note:** The theme includes the SkillsUSA slogan, i.e., SkillsUSA: Champions at Work, followed by annual verbiage from 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-pixelated) and photos are properly exposed, well-cropped and suitably sized (30 points).
  3. Edges of cutout pieces are clean and smooth (15 points).
  4. Interchangeable parts are stiff and self-supporting with no paper curl (15 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).
11. Interview Component (40 percent of overall score)
- a. One student 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. 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. Student will describe the bulletin board and how it conforms to the theme (35 points).
  - d. Student will explain the process the chapter followed to determine the scope and design of the bulletin board (30 points).
  - e. 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?
- f. Student will discuss the chapter members' participation in the construction of the bulletin board (30 points).
  - g. Student will tell where and how the bulletin board will be used after the competition (30 points).
  - h. Student will discuss the benefits of the bulletin board to the chapter members (30 points).
  - i. Student's speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged (30 points).
  - j. Student's stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged (30 points).
  - k. Student's mechanics as in diction, grammar, pronunciation and enunciation will be judged (25 points).
  - l. Student's 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.
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. 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 and 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 — 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.
- 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  
**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

**Total points possible<sup>[S11]</sup>: 1,000**

### **Procedure for Shipment**

1. The Promotional Bulletin Board entries maybe shipped via UPS to your hotel.
2. Shipping instructions may be obtained from your state association director.
3. Do not ship entries to the SkillsUSA headquarters or to the convention center. Such shipments will be refused.
4. All costs incurred will be the responsibility of the local chapter or the state SkillsUSA association.
5. The bulletin board must be set up and moved according to the schedule outlined in the National Leadership and Skills Conference <sup>program</sup><sub>[S12]</sub>.
6. The SkillsUSA headquarters will not be responsible for bulletin boards that have not been removed from the exhibit area by noon on the day following the SkillsUSA Championships. Failure to do so could result in their damage, destruction or disposal by the cleanup crew.

### **Procedure for Setup**

1. Only contestants will be permitted into the contest setup area and allowed to set up the bulletin board.
2. Advisors will not be allowed into the contest setup area, thus advisors cannot help with the setup.
3. Once the board is set up, contestants must leave the contest 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**

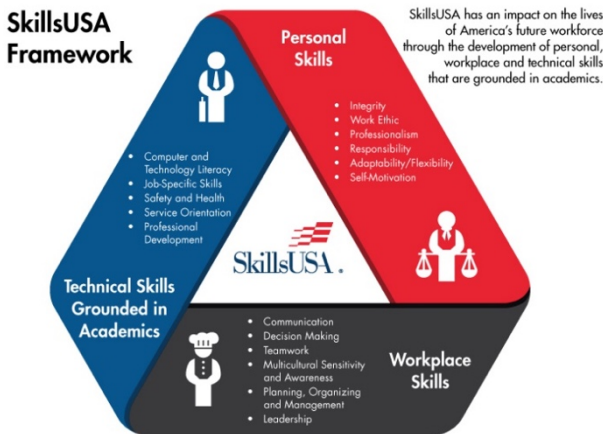
- 2.1 Introduce self professionally

- 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 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/).

**Committee Identified Academic Skills**

The technical committee has identified that the following academic skills are embedded in this contest.

**Math Skills**

- Use fractions to solve practical problems

- Use proportions and ratios to solve practical problems
- Solve practical problems involving percents
- Measure angles
- Find surface area and perimeter of two dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide and dilate or scale) to geometric figures
- Construct three-dimensional models
- Solve practical problems involving complementary, supplementary and congruent angles
- Use measures of interior and exterior angles of polygons to solve problems

**Science Skills**

None Identified

**Language Arts Skills**

- Provide information in conversations and in group discussions
- Provide information in oral presentations
- Demonstrate use of verbal communication skills, such as word choice, pitch, feeling, tone and voice
- Demonstrate use of nonverbal communication skills, such as eye contact, posture and gestures using interviewing techniques to gain information
- Analyze mass media messages
- Use text structures to aid comprehension
- Understand source, viewpoint and purpose of texts
- Organize and synthesize information for use in written and oral presentations
- Use print, electronic databases and online resources to access information in books and articles
- Demonstrate narrative writing
- Demonstrate persuasive writing
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing

**Connections to National Standards**

State-level academic curriculum specialists identified the following connections to national academic standards.

### **Math Standards**

- Numbers and operations
- Geometry
- Measurement
- Problem solving
- Communication
- Connections
- Representation

**Source:** NCTM Principles and Standards for School Mathematics. For more information, visit:  
[www.nctm.org](http://www.nctm.org).

### **Science Standards**

None identified

**Source:** McREL compendium of national science standards. To view and search the compendium, visit:  
<http://www2.mcrel.org/compendium/browse.asp>.

### **Language Arts Standards**

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes
- Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information)

**Source:** IRA/NCTE Standards for the English Language Arts. To view the standards, visit:  
[www.ncte.org/standards](http://www.ncte.org/standards).