



CAREER CLUSTER

Finance

INSTRUCTIONAL AREA

Information Management

PRINCIPLES OF FINANCE EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Identify ways that technology impacts business.
- Describe the scope of the internet.
- Assess information needs.
- Obtain needed information efficiently.

EVENT SITUATION

You are to assume the role of an employee at TRUSTED FAMILY FINANCIAL, a local business that specializes in secure financial planning. The owner (judge) has asked you to explain why having a website would be beneficial for the business.

TRUSTED FAMILY FINANCIAL does not have a website. The owner (judge) thinks a website is unnecessary because the business does not allow customers to make online transactions or changes. Promoted as the most trusted and secure financial planning company, the owner (judge) feels online transactions add unnecessary risk. The owner (judge) feels that hosting a website without the ability to make online transactions would be a waste of money and not benefit the company.

You will explain to the owner (judge) the benefits of a TRUSTED FAMILY FINANCIAL website. You must list the information that would be included on the website and how the included information would benefit both the business and customers.

You will present the information to the owner (judge) in a role-play to take place at the office. The owner (judge) will begin the role-play by asking you about the website. After you have presented the information to the owner (judge) and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for the information.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of TRUSTED FAMILY FINANCIAL, a local business that specializes in secure financial planning. You have asked an employee (participant) to explain why having a website would be beneficial for the business.

TRUSTED FAMILY FINANCIAL does not have a website. You think a website is unnecessary because the business does not allow customers to make online transactions or changes. Promoted as the most trusted and secure financial planning company, you feel online transactions add unnecessary risk. You feel that hosting a website without the ability to make online transactions would be a waste of money and not benefit the company.

The employee (participant) will explain the benefits of a TRUSTED FAMILY FINANCIAL website. The employee (participant) must list the information that would be included on the website and how the included information would benefit both the business and customers.

The participant will present the information to you in a role-play to take place at the office. You will begin the role-play by asking about websites.

During the course of the role-play you are to ask the following questions of each participant:

1. How can we let our customers know that we have a website?
2. How can we let the general public know that we have a website?

After the employee (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the employee (participant).

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



PRINCIPLES OF FINANCE 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify ways that technology impacts business?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the scope of the internet?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Assess information needs?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Obtain needed information efficiently?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						