| Category | Normal score | International %ile | low | mid | high |
|---|---|---|---|---|---|
| Preliminary Written Entry | 45 | 61 | | | |
| Preliminary Oral Presentation | 39 | 95 | | | |
| | | | | | |
| Overall | 84 | 70 | | | |

**DECA™**

2018 International Career Development Conference

**Student:** Joan Lee
**School:** PE Trudeau HS
**Association:** Ontario
**Competitive Event:** Public Relations Project

## Preliminary Written Entry

| | Met Prof | Intl %ile | NV | BE | ME | EE |
|---|---|---|---|---|---|---|
| 1. Executive Summary: One- to three-page description of the project | ✓ | 62 | | | | |
| 2. Statement and description of the issue to be addressed | ✓ | 80 | | | | |
| 3. Rationale for selecting the issue | ✓ | 80 | | | | |
| 4. Description of the target population | ✓ | 75 | | | | |
| 5. Local print and broadcast media available | ✓ | 75 | | | | |
| 6. Other possible promotional activity(ies) | ✓ | 75 | | | | |
| 7. Media mix and rationale | ✓ | 80 | | | | |
| 8. Organizational chart/job descriptions | ✓ | 75 | | | | |
| 9. Description of the campaign and documentation | ✓ | 80 | | | | |
| 10. Estimated impact on the target population | ✓ | 75 | | | | |
| 11. Evaluation of the process | ✓ | 80 | | | | |
| 12. Recommendations for future campaigns | ✓ | 80 | | | | |
| 13. Professional layout, neatness, proper grammar, spelling and word usage | | 75 | | | | |

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

| Category | Normal score | International %ile | low | mid | high |
|---|---|---|---|---|---|
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| | | | | | |
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**Preliminary Oral Presentation**

| | Met Prof | Intl %ile | NV | BE | ME | EE |
|---|---|---|---|---|---|---|
| 1. Opening presentation; overview and description of the project | ✓ | 100 | | | | |
| 2. Organization, clarity and effectiveness of the presentation | ✓ | 100 | | | | |
| 3. Initiate the project by identifying the issue to be addressed? | ✓ | 80 | | | | |
| 4. Plan and organize the project? | ✓ | 100 | | | | |
| 5. Execute and implement the campaign? | ✓ | 100 | | | | |
| 6. Evaluate and close the project? | ✓ | 100 | | | | |
| 7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | ✓ | 100 | | | | |

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.