Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	54	84			
Preliminary Oral Presentation	37	85			
Overall	91	84			

DECA™

2018 International Career Development Conference

Student: Julia Ip
School: Markham DHS
Association: Ontario
Competitive Event: Business Services Operations Research

Preliminary Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page description of the project	✓	85				
2. Description of the business or organization	✓	100				
3. Description of the community (economic, geographic, demographic and socioeconomic factors)	✓	100				
4. Overview of the business or organization's current customer experience	✓	100				
5. Description and rationale of research methodologies selected to conduct the research study	✓	100				
6. Process used to conduct the selected research methods	✓	75				
7. Findings of the research study	✓	100				
8. Conclusions based on the findings	✓	100				
9. Objectives and rationale of the proposed strategic plan	✓	83				
10. Proposed activities and timelines		71				
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	85				
12. Costs associated with proposed strategies	✓	100				
13. Professional layout, neatness, proper grammar, spelling and word usage	✓	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.

Category	Normal score	International %ile			
		%ile	low	mid	high
Preliminary Written Entry	54	84	▮▮▮		
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2018 International Career Development Conference

Student: Julia Ip
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Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✔	100	▮	▮	▮	▮
2. Describe methods used to design research study?		71	▮	▮	▮	
3. Interpret the research data into information for decision-making?	✔	100	▮	▮	▮	▮
4. Describe strategies and approaches for leading change?	✔	80	▮	▮	▮	▮
5. Describe the nature of budgets?	✔	100	▮	▮	▮	▮
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✔	100	▮	▮	▮	▮

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