Category	Normal score	International %ile low		mid	high
Preliminary Written Entry	44	53			
Preliminary Oral Presentation	33	65			
Overall	77	48			

DECA™

2018 International Career Development Conference

Student:	Maya Makim
School:	Earl Haig SS
Association:	Ontario
Competitive Event:	Creative Marketing Project

Preliminary Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page description of the project	✓	71				
2. Statement of problem	✓	75				
3. Significance of the problem studied	✓	80				
4. Appropriate background information	✓	80				
5. Description of secondary research conducted		60				
6. Description of primary research conducted	✓	75				
7. Description of the involvement of chapter members and businesspeople		50				
8. Presentation of findings	✓	75				
9. Presentation of conclusions	✓	80				
10. Recommendations resulting from the study	✓	100				
11. Projected outcomes from the implementation	✓	75				
12. Plan for implementing the recommendations	✓	80				
13. Project presented to appropriate officials		75				
14. Professional layout, neatness, proper grammar, spelling and word usage		66				

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
Preliminary Written Entry	44	53			
Preliminary Oral Presentation	33	65			
Overall	77	48			

DECA™

2018 International Career Development Conference

Student: Maya Makim
School: Earl Haig SS
Association: Ontario
Competitive Event: Creative Marketing Project

Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: overview and description of the project	✓	71				
2. Organization, clarity and effectiveness of the presentation	✓	100				
3. Initiate the project by identifying the problem to be studied?	✓	100				
4. Plan and organize the project?	✓	75				
5. Execute the research study?	✓	80				
6. Evaluate and close the project?		60				
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	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.