Category	Normal score	International %ile low mid high			
Preliminary Written Entry	43	62			
Preliminary Oral Presentation	24	42			
Overall	67	44			

DECA

2018 International Career Development Conference

Student: Cameron Jedemann
School: Markham DHS
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Operations Research

Preliminary Written Entry

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One- to three-page description of the project	✓	66	
2. Description of the business or organization		75	
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		75	
4. Overview of the business or organization's current customer experience		75	
5. Description and rationale of research methodologies selected to conduct the research study	✓	75	
6. Process used to conduct the selected research methods	✓	75	
7. Findings of the research study	✓	80	
8. Conclusions based on the findings	✓	80	
9. Objectives and rationale of the proposed strategic plan		71	
10. Proposed activities and timelines		71	
11. Proposed metrics or key performance indicators to measure plan effectiveness		71	
12. Costs associated with proposed strategies	✓	80	
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.

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Preliminary Oral Presentation
Oral Presentation Score

	Met Prof	Intl %ile	NV BE ME EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✔	70	
2. Describe methods used to design research study?		66	
3. Interpret the research data into information for decision-making?		57	
4. Describe strategies and approaches for leading change?		66	
5. Describe the nature of budgets?		42	
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		66	

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