



PROMOTIONAL BULLETIN BOARD

SkillsUSA Championships Technical Standards



PURPOSE

To encourage local SkillsUSA chapters to promote the organization, career and technical education, and related occupational information through a Promotional Bulletin Board.

First, download and review the General Regulations at updates.skillsusa.org.

ELIGIBILITY (TEAM OF THREE)

Open to a team of three (3) active SkillsUSA members from the same local chapter (school). Each state may send one middle school, one high school and one college/postsecondary entry. A full team must be registered. See General Regulations for more information about substitution and penalty rules.

CLOTHING REQUIREMENT

Class A: SkillsUSA Official Attire

- Official SkillsUSA red blazer or official SkillsUSA red jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), white shirt (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks or black dress skirt (knee-length or longer)
- Black closed-toe dress shoes

Note: The official SkillsUSA windbreaker, sweater and black Carhartt jacket are no longer available for purchase in the SkillsUSA Store. However, these clothing items are grandfathered in as previous official SkillsUSA clothing and can be worn in SkillsUSA competitions as directed in this document.

Note: Wearing socks or hose is not required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to SkillsUSA Championships Clothing Classifications that are pictured and described at skillsusastore.org. If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

Note: Competitors must wear their official competition clothing to the competition orientation.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. A 3' deep by 7' wide competition space per team.
2. Supplied by the competitors:
 - a. Project for display (see Competition Guidelines for project requirements)
 - b. Official SkillsUSA three-ring binder documenting the project.
 - 1). All competitors must submit a digital copy of their binder's contents saved as a PDF file. The purpose of the "Online Submission Requirements" is for pre-conference evaluation. Failure to submit a digital copy of the binder that can be opened and meets the required format may result in a loss of points. See "Online Submission Requirements" below for guidelines.
 - c. All competitors must create and submit online a one-page single sided resume. See "Online Submission Requirements" below for guidelines.

Note: All national competitors must also check for competition-specific updates and/or competitor preparation instructions on the SkillsUSA website at updates.skillsusa.org.

PROHIBITED DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are **NOT** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

Penalties for Prohibited Devices

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

ONLINE SUBMISSION REQUIREMENTS

All SkillsUSA national competitors must submit their one-page single sided resume online. The deadline and link for online submissions will be published on updates.skillsusa.org.

Failure to submit any of the required online submission documents listed below by the established deadline will result in a 10-point penalty for each missing document. File(s) must open directly as a PDF file without additional software/application and/or permission status.

1. One-page single sided resume

2. A digital copy of the binder's contents saved as a combined single PDF file. The online submission of scanned pages must be in the same order as the physical binder presented at the competition orientation.

Your submissions must be saved as individual PDF file types using the file name format of "Your Last Name_Your First Name_DocumentType." For example, "Amanda Smith" would save the individual PDF submission files as:

- Smith_Amanda_Resume
- Smith_Amanda_Binder

OBSERVER RULE

Observers will not be present during the actual judging. Displays may be viewed as specified in the conference schedule.

SCOPE OF THE COMPETITION

The bulletin board must be related to SkillsUSA and may include promotion of local SkillsUSA chapter activities. The bulletin board must carry out the established annual theme will be published on skillsusa.org/resources/member-resources/annual-theme/.

KNOWLEDGE PERFORMANCE

There is no general knowledge test required in this competition. Competitors are required to take the SkillsUSA Professional Development Test.

SKILL PERFORMANCE

The competition requires the development of a promotional bulletin board using the SkillsUSA national annual theme, and it may also include promotion of local SkillsUSA chapter activities or Career and Technical Education (CTE) programs. Communication skills will be evaluated through an interview.

COMPETITION GUIDELINES

1. Competition Orientation
 - a. Competitors will be assigned appointment times. Appointments may be randomly pre-assigned by the technical committee or drawn during the competition orientation.
2. Bulletin Board Setup
 - a. Only competitors will be permitted into the competition area to set up the bulletin board.
 - b. Advisors will not be allowed into the competition area and cannot help with the setup.
 - c. Once the board is set up, competitors must leave the competition area. Note: Competitors are not allowed to stay and view other boards during setup time.
3. Bulletin Board Evaluation
 - a. Size Requirements

- 1). The total size of the bulletin board may be smaller than, but may not exceed 4' wide by 4' high by 2" thick (including the thickness of the board)
 - a.) A penalty of five (5) points per 1/8" over size will be assessed.
 - b.) If an element is attached to the board and opens or unfolds, the depth of the element will be included in the thickness measurement (2" max) and will incur penalty points appropriately.
 - 2). A frame is not required but may be used if desired. A frame can be made from any material. A frame cannot exceed 2 1/2" in width.
 - a.) A penalty of 10 points will be assessed for failure to comply.
 - b.) Additional information placed on the frame, such as engraving the theme, makes the frame part of the board and will be measured as such.
- b. Mounting board and support
- 1). A mounting board is required. The quality of the board on which the display is mounted will not be judged.
 - a.) All areas of the mounting board must be covered with a paper product front and back. (Foam core is considered paper-backed and needs no other adjustments.)
 - b.) A penalty of 10 points will be assessed if any area of the mounting board is exposed.
 - 2). Entries must be self-supporting. (The supporting device will not be included in the measurement and cost figures.)
 - a.) A penalty of 10 points will be assessed if the entry is not self-supporting.
 - 3). The supporting device must be designed and constructed to be durable and allow for safe exhibit of the board and display materials.
 - a.) A penalty of 10 points will be assessed for failure to comply.
 - 4). The bulletin board and mounting board must be fastened securely to the supporting device.
 - a.) A penalty of 10 points will be assessed for failure to comply.
- c. Materials
- 1). Any material(s) used to attach parts to the board must not be visible on the face of the board.
 - a.) A penalty of 10 points will be assessed for failure to comply.
 - 2). Student-taken photographs are allowed.
 - 3). The chapter name, school, city, or state may be used without penalty.
 - 4). Approved materials on the bulletin board used as background and to convey the message will be limited to the following paper products (elements may be laminated)
 - a.) Construction paper
 - b.) Poster board
 - c.) Foam core/gatorboard
 - d.) Cardboard
 - e.) Mat board
 - f.) High gloss photo paper printed on a large format printer/plotter.

- 5). No other materials will be permitted including:
 - a.) Highly adhesive vinyl, car-wrap material, or any non-paper products that have been printed or cut on a large-format printer/plotter may not be used.
 - b.) Glitter or foil, whether incorporated in paper or paint, is not to be used on any part of the board.
 - c.) No audiovisual equipment, electrical, mechanical, automatic, or manual moving parts.
 - i.) A penalty of 50 points will be assessed for failure to comply.
- d. Adherence to theme
 - 1). The bulletin board must carry out the established annual theme.
 - 2). The bulletin board must be related to SkillsUSA and may include promotion of local SkillsUSA chapter activities.
 - 3). The verbiage “SkillsUSA: [Current Theme]” is required and should be text only. Use of the official SkillsUSA logo and any other themed logo artwork prepared by SkillsUSA (Framework, yearly theme, etc.) is prohibited.
 - a.) A penalty of 50 points will be assessed for failure to comply.
 - 4). The meaning and message of the bulletin board are apparent immediately. All imagery and text support the theme and concept.
 - a.) A penalty of five (5) points will be assessed for errors in grammar, spelling and punctuation.
 - 5). Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme.
 - 6). Lettering is related in scale and character to the spirit of the theme.
- e. Purpose and attention
 - 1). The bulletin board is a tool to convey ideas, information, and/or activities related to SkillsUSA. The bulletin board is not intended to be a wall hanging or poster board.
 - 2). Focuses attention on important items
 - 3). Color and contrast command attention
 - 4). Balance creates interest
 - 5). Shapes, lines, spaces and colors create an interesting and readable bulletin board. All text should be legible for the viewing audience.
- f. Quality of work
 - 1). Follow U.S. copyright rules and regulations for all imagery.
 - 2). Display materials used must be student-prepared, including design and cutting of interchangeable pieces.
 - a.) A penalty of 50 points will be assessed for failure to comply.
 - 3). Artwork is of consistent style and proportion.
 - 4). Computer-generated type, art or photos are sharp/smooth (non-pixelated) and photos are properly exposed, well-cropped and suitably sized.
 - 5). Interchangeable parts are required. An interchangeable part is one that is removed from the board and replaced with another element. The bulletin board should be designed to easily accommodate changes by using interchangeable parts to reflect activities and messages or draw attention to a function.

- a.) Interchangeable parts are creative, purposeful and innovative, offering a clear message and changing ideas.
 - b.) Interchangeable parts are stiff and self-supporting with no paper curl, clean edges and smooth tiling.
- g. Imagination, creativity and originality
 - 1). Bulletin board shows originality.
 - 2). The bulletin board is creative, in good taste and attractive.
 - 3). Differences in color, line and shapes depict good design and imagination.
 - 4). Illustrations, lettering and background harmonize and show innovation.
- 4. Binder documentation
 - a. For judging purposes, a PDF of the binder shall be submitted as outlined in “Online Submission Requirements”. Failure to do so will result in the binder not being judged and no points will be awarded.
 - b. The documentation must also be submitted onsite in an official 1” SkillsUSA three-ring binder.
 - 1). The binder must contain no more than 20 pages.
 Note: A sheet of paper has two sides. Each side is considered one page. Therefore, a single sheet of unfolded paper is two pages.
 - a.) A penalty of five (5) points will be assessed for each page beyond the limit.
 - b.) If sheet protectors are used, two sheets of paper can be placed back-to back, creating a front and back page. This would be considered two pages.
 - c.) Unused sheet protectors will count as pages, as will any additional documents (such as extra resumes) placed in the binder.
 - d.) Any pages contained in a pocket, folded page, or similar features will be counted as additional pages and will be subject to penalty.
 - c. The binder is judged separately from the board and should tell the story of the development of the board.
 - d. The binder must be placed with the bulletin board during setup.
 - e. The binder must include pictures and supporting evidence. Photos may be blended with other areas of the book but must have a caption describing the photo.
 - f. The binder should be well organized and presented in the following order. Failure to supply the required information will result in a penalty.
 - 1). Verification letter
 - a.) A letter of verification (affidavit) signed by all team members on 8.5"x11" paper, countersigned by their school’s administrator and instructor or SkillsUSA advisor, stating the team submission is original work created by the team members during the current school year. Credits for any students assisting with the project should be listed along with details of the work they performed. The letter should be printed on the school letterhead.
 - b.) The letter must identify the school, city, and state.
 - c.) The letter must identify the local advisor.
 - d.) The letter must identify the three students that make up the team.

- i.) The letter must state the division (middle school, high school or college/postsecondary).
 - ii.) The letter must identify the full name and title of the local administrator who signed.
 - 2). Purpose
 - a.) Binder must include a brief description of the purpose.
 - 3). Educational Value
 - a.) Binder must state educational value: What did the students learn while working on the board? What can viewers learn from the bulletin board?
 - 4). Development/Construction
 - a.) Binder must describe the development and construction of the bulletin board.
 - 5). Cost of Materials
 - a.) Include an itemized list of expenses.
 - b.) A maximum of \$300 (purchased, donated, or borrowed materials) may be spent on the entire display and backing board (frame and support costs excluded).
 - i.) A penalty of 10 points will be assessed for every \$5 over \$300.
 - c.) Determining Fair Market Value (FMV)
 - i.) Expenses should reflect the fair market value of commercial work, such as large-format printing. For example: a background is printed in the classroom on a large-format printer. The cost for the school to print is \$5 per square foot. However, the commercial cost is \$12 per square foot. The list should reflect the FMV of \$12 per square foot.
 - 6). A photo of the final bulletin board with team members holding the binder.
 - a.) A penalty of 10 points will be assessed if the photo is missing.
- 5. Resume
 - a. Resume must be a one page single sided document with a professional appearance
 - 1). A penalty of five (5) points will be assessed if the resume exceeds one page single sided.
 - 2). A penalty of 10 points will be assessed for lack of a professional appearance, including the use of required headings.
 - b. Accuracy in spelling, punctuation, and capitalization
 - c. Required headings
 - 1). Contact information: name, address, phone, email
 - 2). Career objective
 - a.) Goal for career plan
 - 3). Education
 - a.) Middle school, high school and/or technical school
 - 4). Technical skills
 - a.) Technical skills should include such things as trade-related skills, certifications, software training, etc.
 - 5). Employment and/or Experience
 - a.) Place of employment, location, dates
 - 6). Memberships and Awards

- 7). References: available upon request
 - a.) Competitors should not supply the names and contact information for references. The words, “References: Available upon request” should be listed on the resume.
6. Presentation and Interview
 - a. All three (3) members are required to participate in the presentation and interview.
 - 1). A penalty of 133 points for each missing/non-speaking team member will be assessed.
 - b. Team members will have five (5) to seven (7) minutes to present information.
 - 1). A penalty of five (5) points for each fraction of 30 seconds under five (5) minutes or over seven (7) minutes will be assessed.
 - c. Notecards or an electronic device may not be used, nor the binder read by team member(s).
 - 1). A penalty of 100 points will be deducted if the competitor uses notecards, an electronic device or reads from the binder.
 - d. Demonstrate interchangeable parts and use the binder along with the bulletin board to enhance the presentation.
 - 1). If an interactive component (e.g., QR code, software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
 - e. Describe the bulletin board and how it conforms to the theme.
 - f. Explain the process the chapter followed to determine the scope and design of the bulletin board.
 - g. Purpose and educational value of the bulletin board.
 - 1). What did the students learn while working on board?
 - 2). What can viewers learn from the bulletin board?
 - h. Discuss the chapter members’ participation in the construction of the bulletin board.
 - i. Explain where and how the bulletin board will be used after the competition.
 - j. Discuss the benefits of the bulletin board to the chapter members.
 - k. Shared speaking skills to include variances of pitch, tempo, volume, and enthusiasm will be judged.
 - l. Shared stage presence, including poise, eye contact, gestures, confident appearance, and attitude will be judged.
 - m. Shared mechanics such as diction, grammar, pronunciation, and enunciation will be judged.
 - n. Fully developed conclusion to presentation
 - o. Question/answer session
 - 1). Answers are appropriate, organized and reflect logic and clarity.
 - 2). Answers reflect knowledge and involvement in the promotional bulletin board project.

Procedure for Shipment

1. Projects cannot be shipped to the national association headquarters or to the convention center. Such shipments will be refused. All costs incurred will be the responsibility of the local chapter.
2. Shipping is not an automatic process. You are responsible for securing arrangements with your shipping carrier.
3. The project must be moved in and out according to the conference schedule.
4. SkillsUSA will not be responsible for projects not removed from the exhibit area by the designated time. Any project left in the exhibit area will be considered scrap and disposed.

STANDARDS AND COMPETENCIES

BB 1.0 — Plan, develop, and create an effective project.

- 1.1. Brainstorm project ideas following a problem-solving process.
- 1.2. Break down project and task with timelines.
- 1.3. Identify resources and standards for completing project.
- 1.4. Anticipate and plan for possible obstacles and setbacks.
- 1.5. Establish work priorities.
- 1.6. Employ technology to solve problems.
- 1.7. Overcome barriers and roadblocks.
- 1.8. Evaluate the finished project and make appropriate modifications.

BB 2.0 — Document the project in a professional manner.

- 2.1. Identify appropriate activities that meet required standards.
- 2.2. Design concise and effective written and visual components.
- 2.3. Describe impact of project.

BB 3.0 — Create and deliver a professional presentation and respond to questions.

- 3.1. Choose an appropriate mode of communication.
- 3.2. Write and speak effectively.
- 3.3. Use appropriate body language.
- 3.4. Check for understanding when articulating complex issues.
- 3.5. Practice active listening skills.
- 3.6. Manage presentation time limits.
- 3.7. Articulate knowledge and understanding of SkillsUSA Framework and how the Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics are applicable to the project.

BB 4.0 — Demonstrate teamwork skills.

- 4.1. Work collaboratively with other team members.
- 4.2. Honor the contributions and strengths of others.
- 4.3. Honor personal commitments and responsibilities to the team.
- 4.4. Foster positive and collaborative working relationships with others.

BB 5.0 — Project a professional self-image through attire and grooming.

- 5.1 Demonstrate a professional appearance in dress, good grooming, and personal presentation.
- 5.2 Display clothing that meets national standards requirement for competition.
- 5.3 Demonstrate good grooming in personal hygiene.
- 5.4 Wear clothing that fits well.
- 5.5 Present a wrinkle-free appearance.

BB 6.0 — SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these essential elements. For more, visit:

www.skillsusa.org/who-we-are/skillsusa-framework/.

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

- Use fractions to solve practical problems.
- Use proportions and ratios to solve practical problems.
- Solve practical problems involving percentages.
- Measure angles.
- Find surface area and perimeter of two-dimensional objects.
- Apply transformations (rotate or turn, reflect or flip, translate or slide and dilate or scale) to geometric figures.
- Construct three-dimensional models.
- Solve practical problems involving complementary, supplementary and congruent angles.
- Use measures of interior and exterior angles of polygons to solve problems.

Language Arts Skills

- Provide information in conversations and in group discussions.
- Provide information for oral presentations.
- Demonstrate use of verbal communication skills, such as word choice, pitch, feeling, tone and voice.
- Demonstrate use of nonverbal communication skills, such as eye contact, posture and gestures using interviewing techniques to gain information.
- Analyze mass media messages.
- Use text structures to aid comprehension.
- Understand the source, viewpoint and purpose of texts.
- Organize and synthesize information for use in written and oral presentations.
- Use print, electronic databases and online resources to access information in books and articles.

- Demonstrate narrative writing.
- Demonstrate persuasive writing.
- Demonstrate informational writing.
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing.

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Numbers and operations
- Geometry
- Measurement
- Problem solving
- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: www.nctm.org.

Language Arts Standards

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes.
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/standards.