



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: <http://updates.skillsusa.org>.

ELIGIBILITY (TEAM OF THREE)

Open to active SkillsUSA members. Each state may send one middle school, one high school and one college/postsecondary team.

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 no longer 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 clothing items that are pictured and described at www.skillsusastore.org. If you have questions about clothing or other logo items, call 1-888-501-2183.

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

OBSERVER RULE

Observers may not be present during the judging. Promotional bulletin boards may be viewed on Thursday during the week of the SkillsUSA Championships.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. A 3' deep x 7' wide competition space per team.
 - b. All necessary information for the judges and technical committee
2. Supplied by the competitors:
 - a. Project for display (see Competition Guidelines for project requirements)
 - b. Binder with project documentation to be submitted in a 1-inch official SkillsUSA three-ring binder
 - c. All competitors must create a one-page resume. See “Resume Requirement” below for guidelines. Additionally, and as part of the competition, competitors will submit a hard copy of their resume at orientation. Middle school students are exempt from the resume requirement.

RESUME REQUIREMENT

Competitors must create a one-page resume to submit online. SkillsUSA national competitors should submit their resume by the deadline published on the competition updates page of our website. The deadline and link for resume submission will be published on <http://updates.skillsusa.org>. Failure to submit a resume will result in a 10-point penalty.

Your resume must be saved as a PDF file type using file name format of “Last Name_First Name.” For example, “Amanda Smith” would save her resume as **Smith_Amanda**. If you need assistance with saving your file as a PDF, visit [the Adobe website](#) for more information.

Note: Check the Competition Guidelines and/or the updates page on the SkillsUSA website at <http://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

SkillsUSA national competitors should submit electronic documents by the deadline published on the competition updates web page. The link for online submissions will be published on <http://updates.skillsusa.org>. Failure to submit any of the required documents will result in a penalty.

1. Resume
2. Digital copy (PDF) of the binder contents must be submitted online. This requirement is in addition to submitting the actual binder during orientation.

SCOPE OF THE COMPETITION

KNOWLEDGE PERFORMANCE

There is no written knowledge test required for this competition. Competitors are required to take the SkillsUSA Professional Development Test. Middle school competitors are exempt from testing requirements.

SKILL PERFORMANCE

The competition requires the development of a promotional bulletin board *using the SkillsUSA national theme*, and it may also include promotion of local SkillsUSA chapter activities or technical, skilled and service occupations, including health occupations. Communication skills will be evaluated through an interview.

COMPETITION GUIDELINES

1. The SkillsUSA national headquarters establishes the annual theme to be used for the Promotional Bulletin Board competition and announces it to the state associations. To verify the correct national theme, go to: www.skillsusa.org/resources/member-resources/annual-theme/.
 - a. The bulletin board must carry out the established annual theme.
 - b. The bulletin board must be related to SkillsUSA.
 - c. The bulletin board may include promotion of local SkillsUSA chapter activities.
 - d. All career and technical education students who are SkillsUSA members are eligible to compete in the Promotional Bulletin Board competition.
2. Bulletin Board Design and Workmanship
 - a. Display materials used must be student-prepared, including design and cutting of interchangeable pieces. A 50-point penalty will be assessed for failure to comply.
 - b. Use of the official SkillsUSA logo and any other themed logo artwork prepared by SkillsUSA (Framework, yearly theme, etc.) is prohibited. The verbiage "SkillsUSA: [Current Theme]" is required and should be text only. A 50-point penalty will be assessed for failure to comply.

- c. Follow U.S. copyright rules and regulations for all imagery.
3. Intent of the Promotional Bulletin Board
 - a. The bulletin board is a tool to convey ideas, information, and/or activities related to SkillsUSA.
 - b. Interchangeable parts are required. 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. **Note:** An interchangeable part is one that is removed from the board and replaced with another element.
 - c. The bulletin board is not intended to be a wall hanging or poster board.
4. Bulletin Board Size — The total size of the bulletin board may be smaller than, but may not exceed, the following dimensions:
 - a. 4' wide X 4' high X 2" thick (including the thickness of the board)
Note: 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.
 - b. A penalty of five points per 1/8" over size will be assessed.
5. Mounting Board and Support
 - a. A mounting board is required.
 - b. The quality of the board on which the display is mounted will not be judged.
 - c. 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.)
 - d. A 10-point penalty will be assessed if any area of the mounting board is exposed.
 - e. Entries must be self-supporting. A 10-point penalty will be assessed for failure to comply.
 - f. The supporting device will not be included in the measurement and cost figures.
 - g. The supporting device must be designed and constructed to be durable and allow for safe exhibit of the board and display materials. A 10-point penalty will be assessed for failure to comply.
 - h. The bulletin board and mounting board must be fastened securely to the supporting device. A 10-point penalty will be assessed for failure to comply.
6. Bulletin Board Frame
 - a. A frame is not required but may be used if desired.
Note: 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. A frame cannot exceed 2½" in width. A 10-point penalty will be assessed for failure to comply.
 - c. A frame can be made from any material.
7. Bulletin Board Materials
 - a. Any material(s) used to attach parts to the board must not be visible on the face of the board. A 10-point penalty will be assessed for failure to comply.

- b. Approved materials on the bulletin board used as background and to convey the message will be limited to the following paper products:
 - c. Construction paper
 - d. Poster board
 - e. Foam core/gatorboard
 - f. Cardboard
 - g. Mat board
 - h. High gloss photo paper printed on a large format printer/plotter.
Note: Highly adhesive vinyl, car-wrap material, or any non-paper products that have been printed or cut on a large-format printer/plotter are not approved products for the board.
 - i. No other materials will be permitted. A 50-point penalty will be assessed for failure to comply. **Note:** Glitter or foil, whether incorporated in paper or paint, is *not* to be used on any part of the board. Remember, this is a bulletin board, not a poster board or wall hanging.
 - j. No audiovisual equipment, electrical, mechanical, automatic, or manual moving parts are to be used. A 10-point penalty will be assessed for failure to comply.
 - k. If an interactive component (e.g., QR code or software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
 - l. Student-taken photographs are allowed.
 - m. The chapter name, school, city, or state may be used without penalty.
8. Cost of Materials
- a. A maximum of \$300 (purchased, donated, or borrowed materials) may be spent on the entire display and backing board (frame and support costs excluded). A 10-point penalty for each \$5 over \$300 will be assessed.
 - b. A quote of the “fair market price” of the printing and/or other materials used on the board must be included in the binder. All donated or borrowed materials must be included in the \$300. **Note:** Fair market value is the cost of having work done or obtained *commercially* — *not* the cost of work done or obtained through a school.
9. Bulletin Board Evaluation (395 points)
- a. Gains attention
 - 1). Focuses attention on important items (35 points)
 - 2). Color and contrast command attention (5 points)
 - 3). Balance creates interest (5 points)
 - 4). Shapes, lines, spaces and colors create an interesting and readable bulletin board. All text should be legible for the viewing audience. (5 points)
 - b. Development of theme
 - 1). Theme of bulletin board is the official theme established by the SkillsUSA national headquarters (25 points)
Note: The theme includes SkillsUSA, i.e., “SkillsUSA: [Current Theme]” as published each year: <https://www.skillsusa.org/resources/member-resources/annual-theme/>.

- 2). Meaning and message of the bulletin board are apparent immediately. All imagery and text support the theme and concept (60 points).
 - 3). Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme (25 points).
 - 4). Lettering is related in scale and character to the spirit of the theme (25 points).
 - 5). A 5-point penalty will be assessed for error in grammar, spelling and punctuation.
- c. Quality of work
- 1). Artwork is of consistent style and proportion (15 points).
 - 2). Computer-generated type, art or photos are sharp/smooth (non-pixelated) and photos are properly exposed, well-cropped and suitably sized (15 points).
 - 3). Interchangeable parts are creative, purposeful and innovative, offering a clear message and changing ideas (75 points).
 - 4). Interchangeable parts are stiff and self-supporting with no paper curl, clean edges and smooth tiling (25 points).
- d. Imagination, creativity and originality
- 1). Bulletin board shows originality (20 points).
 - 2). Bulletin board is creative, in good taste and attractive (20 points).
 - 3). Differences in color, line and shapes depict good design and imagination (20 points).
 - 4). Illustrations, lettering and background harmonize and show innovation (20 points).
10. Interview Component — All three members shall be prepared to participate in the interview component. The interview component will consist of two parts: a presentation and a question-and-answer session. (395 points)
- a. Presentation
- 1). Notecards may *not* be used. A 50-point penalty will be assessed if the competitor uses notecards.
 - 2). Students will demonstrate interchangeable parts and use the binder along with the bulletin board to enhance the presentation (40 points).
Note: 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.
 - 3). Students will describe the bulletin board and how it conforms to the theme (35 points).
 - 4). Students will explain the process the chapter followed to determine the scope and design of the bulletin board (30 points).
 - 5). Students will state the purpose and educational value of the bulletin board (30 points).
Note: What did the students learn while working on the board? What can viewers learn from the bulletin board?
 - 6). Students will discuss the chapter members' participation in the construction of the bulletin board (25 points).
 - 7). Students will explain where and how the bulletin board will be used after the competition (30 points).
 - 8). Students will discuss the benefits of the bulletin board to the chapter members (30 points).

- 9). Speaking skills to include variances of pitch, tempo, volume and enthusiasm will be judged (30 points).
 - 10). Stage presence, including poise, eye contact, gestures, confident appearance and attitude will be judged (30 points).
 - 11). Mechanics as in diction, grammar, pronunciation and enunciation will be judged (25 points).
 - 12). Fully developed conclusion to presentation (30 points)
 - 13). Time frame for the presentation is five to seven minutes.
 - 14). Time penalty: 5 points for each fraction of 30 seconds under five minutes or over seven minutes will be assessed.
- b. Question/Answer Session (quality of student's response to questions from judges)
 - 1). Student will deliver answers that are appropriate, organized and reflect logic and clarity (30 points).
 - 2). Student's answers reflect knowledge and involvement in the promotional bulletin board project (30 points).
11. Binder Requirements (140 points) The binder is judged separately from the board. This document should tell the story of the development of your team's board.
- a. The binder must be placed with the bulletin board prior to judging. Failure to do so will result in the binder not being judged and no points awarded.
 - b. Binder must be a 1-inch SkillsUSA three-ring binder (10 points).
 - c. For judging purposes, a PDF of the binder shall be submitted to the designated online site.
 - d. Binder must contain pictures and supporting evidence (20 points).
Note: Photos may be blended with other areas of the book but must have a caption describing the photo.
 - e. Binder must include a brief description of the purpose (20 points).
 - f. Binder must state educational value (20 points).
Note: What did the students learn while working on the board? What can viewers learn from the bulletin board?
 - g. Binder must describe the development and construction of the bulletin board (20 points).
 - h. Binder must be limited to 10 pages (20 surfaces) or less (10 points).
 - i. Verification letter
 - 1). 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 in the project should be listed along with detail on the work they performed. The letter should be printed on the school letterhead (5 points).
 - 2). The letter must identify the school, city, and state (5 points).
 - 3). The letter must identify the local advisor (5 points).
 - 4). The letter must identify the three students that make up the team (5 points).
 - 5). The letter must state the division (middle school, high school or college/postsecondary — 5 points).

- 6). The letter must be signed by a local administrator, with full name and title included (5 points).
 - 7). Failure to supply the required information will penalize the entry as outlined.
 - j. Binder Outline: Follow this page order to organize the binder
 - 1). Verification letter
 - 2). Purpose
 - 3). Educational value
 - 4). Development/Construction
 - 5). Fair market value (FMV)/Itemized list of expenses (10 points)
Note: 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). Supporting evidence
12. Resume (45 points possible/5 percent of overall score) (High school and college/postsecondary only)
- a. Overall appearance and professionalism
 - b. Accuracy in spelling, punctuation and capitalization (10 points)
 - c. Complete contact information: name, address, phone, email (5 points)
 - d. Career objective (5 points)
 - e. Education (5 points)
 - f. Technical skills (5 points)
Note: Technical skills should include such things as trade-related skills, certifications, software training, etc.
 - g. Employment (5 points)
 - h. Honors/awards/memberships (5 points)
 - i. References: available upon request (5 points)
Note: Competitors should not supply the names and contact information for references. The words, "References: Available upon request" should be listed on the resume.
 - j. A 5-point penalty will be assessed if the resume exceeds one page.
13. SkillsUSA Professional Development Test (25 points) (High school and college/postsecondary only)
- a. Middle school competitors will be evaluated on overall professionalism (25 points)

PROCEDURE FOR SHIPMENT

1. The Promotional Bulletin Board entries may be shipped.
2. Shipping instructions may be obtained from your state association director.
3. Do not ship entries to the SkillsUSA headquarters or to the convention center. Such shipments will be refused.
4. All shipping costs are the responsibility of the local chapter or the state SkillsUSA association.
5. The bulletin board must be set up and moved according to the competition schedule provided in the National Leadership & Skills Conference app.

6. The SkillsUSA headquarters will not be responsible for bulletin boards that are not removed from the exhibit area by noon on the day following the SkillsUSA Championships. Failure to do so could result in their damage, destruction, or disposal.

PROCEDURE FOR SETUP

1. Only competitors will be permitted into the competition area to set up the bulletin board.
2. Advisors will not be allowed into the competition setup area and cannot help with the setup.
3. Once the board is set up, competitors must leave the competition area. Setup time is not a time to view other boards.

STANDARDS AND COMPETENCIES

BB 1.0 — Plan and develop an attractive and effective promotional bulletin board.

- 1.1. Use elements such as color, balance and focal points to gain attention.
- 1.2. Develop a coherent, meaningful and easily understood theme.
- 1.3. Demonstrate quality artwork and design.
- 1.4. Provide evidence of imagination, creativity and originality.

BB 2.0 — Describe activities and respond to inquiries about activities in an interview setting.

- 2.1. Introduce yourself professionally.
- 2.2. Display good posture and appropriate dress and grooming.
- 2.3. Demonstrate knowledge of promotional bulletin board development and design.
- 2.4. Respond to four to six questions from the judging panel.
- 2.5. Explain personal involvement in promotional bulletin board concisely, when applicable.

BB 3.0 — Wear appropriate clothing for the national competition.

- 3.1. Display clothing that meets national standards for competition.
- 3.2. Demonstrate good grooming in dress and personal hygiene.

BB 4.0 — 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. Please reference the graphic, as you may be scored on specific elements applied to your project. 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.

Science Skills

None Identified

Language Arts Skills

- Provide information in conversations and in group discussions.
- Provide information in 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 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.

Science Standards

None identified

Source: McREL compendium of national science standards. To view and search the compendium, visit: www2.mcrel.org/compendium/.

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.