



2020 California State Conference & Exhibition at Bakersfield Competition Information

The following competitions are open to all firms participating in the 2020 California State Virtual Enterprises Conference and Exhibition. Guidelines and rubrics are available on the VE HUB / Curriculum / Competitions & Events / Competition Rubrics. Please pay close attention to submission period and deadlines, and the document format that entries must be submitted in. If the correct format is not followed, submissions will not be judged. Once your firm has uploaded their competition submissions, you will receive an email confirming receipt of submissions.

To find Rubrics for all competitions:

Hub / Curriculum / Competitions & Events / Competition Rubrics

Submission-Based Competitions:

- Company Newsletter
- Video Commercial
- Job Interview (includes Interview, Resume, Cover Letter, and Application) – Rubric attached (Maximum of 10 interviews will be granted at State trade show. Finalist will be contacted by December 20, 2019)
- Branding* – Eligibility based on participation in National Online Competition Only (10/30/19)

How to Submit Newsletter & Commercial:

- Go to Hub / Competitions / Click SIGN IN and CONTINUE WITH YOUR VE ACCOUNT
- Paste competition link into the browser address bar:
<https://competitions.veinternational.org/event/2020-california-state-conference-exhibition>
- Scroll to desired competition
 - Click DETAILS for allowable file types, etc.
 - Click SUBMIT ENTRY to upload your file
 - CONFIRM submission by clicking VIEW ENTRY to ensure proper upload

How to Submit Job Interview:

- Email Interview Resume, Cover Letter, & Application to Erin_hodson@kernhigh.org

- Branding winners taken from NOC

Live Competitions

- Apprentice Advertising/Marketing Consulting
- State Business Challenge – Rubric attached
- Marketing Plan
- Human Resources
- Sales Pitch \$10K Challenge –info attached
*** First 20 teams to sign up**
- Elevator Pitch
- Impact Marketing
- Job Interview – Rubric attached ***Must qualify**
- Booth Design – (& Novice)
- Booth Sales Pitch (& Novice)
- 3rd, 4th, & Final Rounds State Business Plan

How to Register: Go to Hub / Marketplace Tools / Firm Admin / Trade Fair Registration

Deadlines:

- **Online Submission Deadline:**
Monday, December 2, 2019
- **Registration/Cancellation Deadline:**
Registration: Monday, December 2, 2019
- Cancellation before loss of **entire registration fee** is Friday, December 13, 2019 by 11:59 pm
- **All Payments due by January 6, 2020**



Branding Comp.

Contact for questions: Erin Hodson at erin_hodson@kernhigh.org

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Successful Competition Tips and Guidelines for Professional Competition

- **Professional attire required** (*company uniforms permissible*).
- Don't fidget.
- No hands in pockets or jingling change in pockets.
- Designate a lead speaker during your presentation (*helps in fielding questions and helps for presenters not to talk over each other*).
- **All work submitted must be student-produced work.**
- Visuals for all competitions except Impact Marketing are limited to 36" x 48" display board (*added to individual competition guidelines*). Visual for Impact Marketing Billboard is limited to 20" x 30" foam display board.
- No talking over each other.
- **No cell phones may be used for the oral presentations. Turn all cell phones off.** They may be used as POS for booth sales.
- **No Gum.**
- No entering and leaving competition holding rooms when presentations begin. All participant teams and guests will be in the holding room until called into competition room. Once presentation is over, the team may leave the area. This will be process for 4 oral presentations: Marketing Plan, Human Resources, Sales Pitch Challenge, and Elevator Pitch.
- Spectators must maintain neutrality during others' presentations and guests are welcome if space is available in the seating areas.
- Select different students for each of the oral competitions. **Individual students should not be asked to participate in multiple competitions as it may complicate scheduling procedures.** Schedule created in advance and cannot be changes at last minute.

Reminders:

- All companies will be entered into their requested competitions as space allows. If there is no more room in a competition, a company will be put on a wait list for that specific competition and notified.
- There will be **NO** additional planned sessions.
 - 2020 California State Conference & Exhibition • Bakersfield, CA • January 15-16, 2020 •
 - Competition Information • veinternational.org • [#veinternational](https://twitter.com/veinternational) •



- Upon arrival at the CA State Conference and Exhibition on January 15th, **each company must reconfirm participation in all their competitions on the 15th**. This will be done at the registration table in the Rabobank Convention Center Lobby. Failure to reconfirm participation may cause your company to be disqualified.
- Notify Erin Hodson at erin_hodson@kernhigh.org if company decides to take name out of a competition.

APPRENTICE OVERVIEW

This competition will take place on January 15th and is limited to the first 80 participants to register online, with a waiting list for those registering on the day of the event. Only one participant per VE firm can participate. This competition is made up of mixed teams, and participants enter as individuals and not as a school or company.

Scenario

A company executive is looking for a Consulting/Marketing Company to help advertise and promote his company. Participants will be formed into eight employee advertising firms to work out a proposal for the company’s advertising and consulting needs. All teams will be asked to organize, staff, delegate, meet, complete tasks and present their ideas. The winning company team will hear the words, **“You are hired!!”** at the Awards Ceremony.

- 8:15-8:30 am – Arrive for registration and assignment into teams.
- 8:30-8:45 am – Consulting competition explanation and address from company executive.
- 8:45-9:10 am – Team meeting to establish name, logo, organization, roles, and delegate tasks.
- 9:10-9:20 am –Team company develops objective presentation to company advisors (Power Point Slides and Organization Chart Required).
- 9:20-10:30 am – Advertising/Marketing Consulting and analysis work time (Work on delegated tasks).
- 1:30-10:40 am –Team advertising idea/sales pitch presentation to company advisors
- 10:40-11:45 am - The “company” executive and advisors will ask teams questions in the “Apprentice Boardroom” Hot Seats. Selected teams will be asked to the board room; five (5) minutes per team.
- 11:35-12:00 pm – The company executive will complete final evaluation of all teams. .

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style
- Coaches others and manages conflict
- Adapts in an ambiguous environment

Professional:

- Communicates effectively
- Collaborates with others
- Solves problems creatively
- Demonstrates effective project management

Functional:

- Demonstrates industry/function-specific skills
- Conducts research at analysis

Core Technology Skills:

- MS PowerPoint

Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

| | |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduction | How effective was the team introduction, company name, logo and overall pitch of marketing ideas |
| Teamwork | How collaborative and effective does this team seem to present itself? Are most/all involved in the presentation? Do they have a consistent message? |



| | |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Persuasiveness | How compelling is the marketing ideas presented? Is there research or statistics presented to back up the plan? Is a target customer properly identified? How well does the plan seem to fit the target audience? How well did they persuade that this firm was the best firm ? |
| Presentation | Was the oral presentation engaging, easy to understand and follow? Did the electronic presentation enhance the message rather than distract from it? Did the presentation follow a logical order? |
| Overall Professionalism | Throughout the presentation, to what degree did team conduct themselves in a professional and ethical manner with body language, dress, demeanor and oral presentation? |

Apprentice Overview cont.

Rubric

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 5 points Well above standards | Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed. |
| 4 points Above standards | Well executed: content and/or strategies are evident and well researched and/or developed. |
| 3 points Meets standards | Includes essential components: content and/or strategies are evident; most components are researched and/or developed. |
| 2 points Below standards | Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards. |
| 1 point Well below standards | Major flaws or section missing. |



SALES PITCH CHALLENGE OVERVIEW

SCENARIO

This event will take place on January 15th, the day before the trade show. The Sales Pitch rubric will be used, however this event is a team presentation to solicit a \$10,000 sale via a contract. Firms will exhibit their salesmanship abilities, **2-3 team members in “Battle for Buck” Sales Pitch Challenge will have 5 minutes to present their package** of products/services and **judges will have 2 minutes to ask questions. VE firms are to have a \$10,000 contract and sales pitch prepared.** The top 3 firms will be presented with 3rd = \$5,000 sale, 2nd = \$7,500 sale and 1st = \$10,000 sale, as announced at the closing ceremonies on January 16th.

One entry per VE firm. Registrations are taken on a first come, first served basis until the event is full.

Please see the Sales Pitch rubric on the hub for guidance. All terms and conditions need to be stated on the actual contract, and sales tax and shipping may be added in addition to the \$10,000 sale price. This is considered an in-network sale for the trade show.

The regular Sales Pitch for Novice and Regular VE firms will be a separate competition on the day of the trade show as usual.



STATE BUSINESS CHALLENGE

Participants enter as individuals and not as a school or company. There will be up to a two-spaces per company.

Guidelines

- By early December, students/companies registered for the SBC will receive a Business Case Study and have the opportunity to read and review the case to examine the challenges, opportunities and risks facing the company.
- On the afternoon of the event, students will be assigned to a team of 7-8 students and will be given "The Challenge." The mission is for each team to analyze company data, identify relevant information for the assigned task, and prepare a solutions-based presentation to industry partner judges. Each team will be provided with one laptop in order to prepare their presentation. Teams must complete their mission in 2 hours.
- As the teams work, judges will have the opportunity to observe and evaluate performance, professionalism, and effectiveness. This evaluation will contribute to the team's overall score.
- At the end of the 2 hours, teams will make a 7-minute presentation to judges, followed by 5 minutes of questions.
- In addition to the criteria of teamwork, teams are rated on their analysis of the company, the strategies they recommend and the strength of their answers to judges' questions.

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style
- Coaches others and manages conflict
- Adapts in an ambiguous environment

Professional:

- Communicates effectively
- Collaborates with others
- Solves problems creatively
- Demonstrates effective project management

Functional:

- Demonstrates industry/function-specific skills
- Conducts research at analysis
- Understands and applies financial concepts

Core Technology Skills:

- MS PowerPoint
- MS Word

Judging Criteria

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement.

| | | |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Case Study | How well to the employees understanding the key facts in the case study, supplemental information provided, and related business topics? | 1 to 5 points |
| Response to judges' questions | How well do the employees answer to the point and show poise under pressure? Do the employees demonstrate the ability to think quickly? Are they persuasive in defending their positions that are challenged? Does each team member play a substantial role? | 1 to 5 points |
| Presentation skills | Do the employees demonstrate logical and coherent organization? Does each employee speak with great confidence and with sufficient volume to be heard by all? How well does the team integrates audio-visual aids/media? Does each team member play a substantial role? | 1 to 5 points |
| Quality of the arguments presented | How persuasive are the arguments? Are the conclusions drawn from the data logical and insightful? Are the recommendations are supported by relevant data and convincing evidence? | 1 to 5 points |

Rubric

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 5 Points Well above standards | Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed. |
| 4 Points Above standards | Well executed: content and/or strategies are evident and well researched and/or developed. |
| 3 Points Meets standards | Includes essential components: content and/or strategies are evident; most components are researched and/or developed. |
| 2 Points Below standards | Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards. |
| 1 Point Well below standards | Major flaws or section missing. |



STATE BUSINESS CHALLENGE

Student Names (If Applicable): _____

School Name: _____

Firm Name: _____

Rubric

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
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| 1 point Well below standards | Major flaws or section missing. |

Scoring Elements

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| Case Study How well to the employees understanding the key facts in the case study, supplemental information provided, and related business topics? | 1 | 2 | 3 | 4 | 5 |
| Response to Judges' Questions How well do the employees answer to the point and show poise under pressure? Do the employees demonstrate the ability to think quickly? Are they persuasive in defending their positions that are challenged? Does each team member play a substantial role? | 1 | 2 | 3 | 4 | 5 |
| Presentation Skills Do the employees demonstrate logical and coherent organization? Does each employee speak with great confidence and with sufficient volume to be heard by all? How well does the team integrates audio-visual aids/media? Does each team member play a substantial role? | 1 | 2 | 3 | 4 | 5 |
| Quality of the Arguments Presented How persuasive are the arguments? Are the conclusions drawn from the data logical and insightful? Are the recommendations are supported by relevant data and convincing evidence? | 1 | 2 | 3 | 4 | 5 |
| TOTAL | | | | | |
| Comments: | | | | | |



JOB INTERVIEW

Each Virtual Enterprise Firm may select one (1) interview candidate for the job posted. This interview candidate will participate in a statewide competition at the Virtual Enterprises International Trade Show. Seven (7) areas will be assessed for the competition: Application Form, Cover Letter, Resume, Appearance, Knowledge of Position, Presentation, and Response to Questions. Please review the attached Rubric/Scoring Sheet for the rating of the Job Interview.

Guidelines

- Only one interview candidate can participate from each VEI Firm participating in the CA State Conference and Exhibition.
- The job that candidates may apply for is an entry-level internship for a Virtual Enterprises firm in any department: Administration, Accounting, Sales, Marketing, Human Resources, Public Relations, or Information Technology. The candidate should research about what the department does that he or she is interested in working in as the intern.
- Participants will electronically submit 1 PDF file of their Application, Cover Letter, and Resume to Tiffany Fussel at Tiffany_fussel@kernhigh.org. If they prefer to mail all 3 items, they should be mailed by November 25, 2019 to arrive in the ROC office by no later than Monday, December 2, 2019. Mail to: Regional Occupational Center, Attn: Tiffany Fussel, 501 S. Mount Vernon Ave., Bakersfield, CA 93307.
- Selected candidates will be informed of interview time. There will be a maximum of 10 interviews granted.
- For the 10 students who advance to the interview round, their VEI Facilitators will be notified by December 20th and will receive the room name and time of student's interview. The interviewee's names will be posted outside the interview room.
- All candidates who have advanced to an interview, must report for interviews at 8:00 am to the designated interview room. Professional interview dress required.
- Interview - approximately 10 minutes.

JOB DESCRIPTION: Any Department: Entry-Level Intern

SITUATION: Local VEI business is posting an internship position for an entry-level employee. **Address cover letter to:** Ms. Madeline Stein, 1612 Waterford Place, San Diego, CA 91124.

OVERVIEW

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style
- Adapts in an ambiguous environment

Professional:

- Demonstrates professionalism
- Communicates effectively
- Demonstrates self-development and Learning orientation

Functional:

- Demonstrates industry/function-specific skills

Core Technology Skills:

- MS Word



Job Interview Overview Judging

Criteria (cont.)

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement.

| | | |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Letter of Introduction | How well is it written? Are there any spelling or grammatical errors? How well is it organized? Is the content very accurate? | 1 to 5 points |
| Resume | How well is it written? Are there any spelling or grammatical errors? How well is it organized? Is the content very accurate? | 1 to 5 points |
| Application Form | How well is it presented? Is it very legible? How complete is it? Are the instructions followed? | 1 to 5 points |
| Knowledge of Position | Does he or she have knowledge of a career area? Is there evidence of researching job skills? How well is career terminology used? Are the job procedures understood? | 1 to 5 points |
| Response to Questions | Is the response organized and is there a logical development to thought? Is it complete and original? Does the interviewee use critical thinking skills? Can he or she think quickly and convincingly and is he or she easily understood? | 1 to 5 points |

Rubric

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 5 points Well above standards | Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed. |
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| 1 point Well below standards | Major flaws or section missing. |

Quality of Interview

| | | | |
|---------------------|----------------------------------------------------------------------------------------------|---------------------|-------------------------------|
| Organization | Interview content is organized in a logical way. | 0 or 1 point | Total of 0 to 5 points |
| Delivery | Interviewee speaks clearly, articulately, with appropriate voice projection and eye contact. | 0 or 1 point | |
| Appearance | Interviewee is dressed professionally and displays appropriate body language. | 0 or 1 point | |
| Composure | Interviewee is poised and displays confidence. | 0 or 1 point | |
| Efficacy | Interviewee is engaging and effective. | 0 or 1 point | |



JOB INTERVIEW SCORECARD

Student Names (If Applicable): _____

School Name: _____

Firm Name: _____

Rubric

| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 5 points Well above standards | Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed. |
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| 1 point Well below standards | Major flaws or section missing. |

Scoring Elements

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| Letter of Introduction How well is it written? Are there any spelling or grammatical errors? How well is it organized? Is the content very accurate? | 1 | 2 | 3 | 4 | 5 |
| Resume How well is it written? Are there any spelling or grammatical errors? How well is it organized? Is the content very accurate? | 1 | 2 | 3 | 4 | 5 |
| Application Form How well is it presented? Is it very legible? How complete is it? Are the Instructions followed? | 1 | 2 | 3 | 4 | 5 |
| Knowledge of Position Does he or she have knowledge of a career area? Is there evidence of researching job skills? How well is career terminology used? Are the job procedures understood? | 1 | 2 | 3 | 4 | 5 |
| Response to Questions Is the response organized and is there a logical development to thought? Is it complete and original? Does the interviewee use critical thinking skills? Can he or she think quickly and convincing and is he or she easily understood? | 1 | 2 | 3 | 4 | 5 |
| Quality of Presentation | | | | | |
| Organization: Presentation content is organized in a logical way. | 0 | | 1 | | |
| Delivery: Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact. | 0 | | 1 | | |
| Appearance: Presenter(s) are dressed professionally and display appropriate body language. | 0 | | 1 | | |
| Composure: Presentation is engaging and effective. | 0 | | 1 | | |
| Efficacy: Presentation is engaging and effective. | 0 | | 1 | | |
| TOTAL | | | | | |

Comments:

Judges Name:



VIRTUAL ENTERPRISES INTERVIEW

| Employment Application | | APPLICANT INFORMATION | |
|-----------------------------------------------------------------------------------------------------------------|----------------|-----------------------|------|
| Last Name | First | M.I. | Date |
| Street Address | | Apartment/Unit # | |
| City | State | ZIP | |
| Phone | E-mail Address | | |
| Date Available | | | |
| Position Applied for | | | |
| Have you ever worked for this company? YES <input type="checkbox"/> NO <input type="checkbox"/> If so, when? | | | |

| EDUCATION | | | |
|-------------|----|------------------------------|----------------------------------------------------------|
| High School | | Address | |
| From | To | Will you graduate this year? | YES <input type="checkbox"/> NO <input type="checkbox"/> |

| REFERENCES | |
|---------------------------------------------------|--------------|
| <i>Please list three professional references.</i> | |
| Full Name | Relationship |
| Company | Phone () |
| Address | |
| Full Name | Relationship |
| Company | Phone () |
| Address | |
| Full Name | Relationship |
| Company | Phone () |
| Address | |



| PREVIOUS EMPLOYMENT (VIRTUAL COMPANY OR REAL) | | | |
|-------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|--|
| Company | | Phone () | |
| Address | | Supervisor | |
| Job Title | Starting Salary \$ | Ending Salary \$ | |
| Responsibilities | | | |
| From | To | Reason for Leaving | |
| May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/> | | | |
| Company | | Phone () | |
| Address | | Supervisor | |
| Job Title | Starting Salary \$ | Ending Salary \$ | |
| Responsibilities | | | |
| From | To | Reason for Leaving | |
| May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/> | | | |
| Company | | Phone () | |
| Address | | Supervisor | |
| Job Title | Starting Salary \$ | Ending Salary \$ | |
| Responsibilities | | | |
| From | To | Reason for Leaving | |
| May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/> | | | |

| DISCLAIMER AND SIGNATURE | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| I certify that my answers are true and complete to the best of my knowledge. If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release. | |
| Signature | Date |