



# LEARN AND EARN PROJECT

## LEARN AND EARN PROJECT LEP

The **Learn and Earn Project** is a chapter project that provides an opportunity for chapter members to develop business and marketing knowledge and skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes.

The Learn and Earn Project applies entrepreneurial knowledge and skills to a single sales/service activity to be run as a real business venture. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School-based enterprise projects may be appropriate, but should be planned around a new marketing program within the enterprise. All chapter members are encouraged to participate.

The Learn and Earn Project provides an opportunity for chapter members to:

- plan, organize and conduct a sales/service project in their local community
- develop a business plan
- utilize project management skills to implement a promotional campaign
- evaluate the planning, implementation and outcome of the project
- develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous year's chartered association conference and run to the beginning of the next chartered association conference.

## MARKETING

### EVENT OVERVIEW

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three chapter representatives** may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

### KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21<sup>st</sup> Century Skills are developed and which common core standards are supported by participating in each competitive event are available at [deca.org](http://deca.org).

## WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do **not** include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

### LEARN AND EARN PROJECT

Title of the project

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

### I. EXECUTIVE SUMMARY

One- to three-page description of the project

### II. INTRODUCTION

The type of project proposed, a brief description of the major product/service involved, sources of information (resource materials, presentations, etc.), a brief description of advisors and their involvement

### III. ANALYSIS OF THE BUSINESS SITUATION

#### A. Trading area analysis

General data: geographic, demographic, economic; competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed project

#### B. Market segment analysis

Customer buying behavior related to the proposed project

### IV. PLANNED OPERATION OF THE PROPOSED PROJECT

#### A. Proposed organization

Start-up steps to form the project; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, production (if applicable) functions; proposed organization chart

#### B. Proposed product/service

Details of product(s)/services(s) to be offered; include potential suppliers, inventory policies, if applicable. If the project is a service project, appropriate information about plans to provide the service, including necessary supplies, etc.

#### C. Proposed marketing strategies

Proposed promotional program, promotional activity(ies), media availability, costs, promotional plan outline

#### D. Projected budget

1. Projected operating budget

2. Rationale for the projected budget

### V. OUTCOMES

#### A. General project implementation

Describe project implementation, unusual or unforeseen challenges or successes and the methods of handling them

#### B. Learning outcomes

Describe what chapter members learned about marketing and management from the project

#### C. Earning outcomes

Document earnings and compare to the projected budget



1 to 3  
PARTICIPANTS



PAGES  
ALLOWED



PRESENTATION  
TIME

- D. Recommendations for improving the project
  1. Recommendations for future projects
  2. Plans for improving the learning and earning outcomes of the project

## VI. BIBLIOGRAPHY

## VII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

## WRITTEN ENTRY CHECKLIST

In addition to Written Entry Guidelines, participants must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

## PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- The chapter representatives may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



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## WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

<b>EXECUTIVE SUMMARY</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
<b>INTRODUCTION</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
2. Type of project, product and/or service description, sources of information	0	1	2	3	
<b>ANALYSIS OF THE BUSINESS SITUATION</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
3. Trading area analysis	0	1	2	3	
4. Market segment analysis	0	1	2	3	
<b>PLANNED OPERATION OF THE PROPOSED PROJECT</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
5. Proposed organization	0-1	2	3	4	
6. Proposed product/service	0-1	2	3	4	
7. Proposed marketing strategies	0-1	2	3	4	
8. Projected operating budget	0-1	2	3	4	
9. Rationale for the projected budget	0-1	2	3	4	
<b>OUTCOMES</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
10. General project implementation	0-1	2	3	4	
11. Learning outcomes	0-1	2	3	4	
12. Earning outcomes	0-1	2	3	4	
<b>RECOMMENDATIONS FOR IMPROVING THE PROJECT</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
13. Recommendations for future projects	0	1	2	3	
14. Plans for improving the learning and earning outcomes of the project	0	1	2	3	
<b>APPEARANCE AND WORD USAGE</b>	<b>LITTLE/ NO VALUE</b>	<b>BELOW EXPECTATIONS</b>	<b>MEETS EXPECTATIONS</b>	<b>EXCEEDS EXPECTATIONS</b>	<b>JUDGED SCORE</b>
15. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE \_\_\_\_\_



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## PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; overview and description of the project	0-1-2-3	4-5-6	7-8	9-10	
2. Organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying a single sales or service project to be run as a real business venture?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute and implement the single sales or service activity?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

<b>PRESENTATION TOTAL POINTS (40)</b>	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
<b>TOTAL SCORE</b>	

JUDGE \_\_\_\_\_