

## **Who Are the Students**

Competitive events are directly related to courses students take in high school. The events are used by teachers to motivate students in much the same way athletic, music or science competitions motivate students through recognition, awards and scholarships.

The skills the students demonstrate through the competitive events are identified by businesspeople.

More than 1,500 student members will be competing at this year's State Career Development Conference in one or more of 60 different competitive events. Students placing at the State Conference will move on to compete on the international level.

Each of the competitive events include multiple activities designed to effectively measure students' proficiency in a broad range of skills, knowledge and attitudes identified by occupational practitioners as essential to success in a given career area.

There are four general formats for competitive events:

### **Role-Plays/Business Simulations**

Competitive events in this format involve a single student interacting with a judge. Both will assume roles in a typical business situation such as a customer complaint, employee performance review or planning meeting. The student is given a short time to review the situation and prepare to role-play with a business/industry person (judge).

### **Case Studies**

Competitive events in this format involve either one student or a team of students responding to a business problem that is detailed in a case. The students will have 30 or 60 minutes to prepare a solution. Teams then present their solution to the business/industry person (judge).

### **Business Plans**

Business plans involve the preparation of a written report or plan by the student prior to the conference. The plan may reflect research on an existing business or the development of a new business or business concept. At the conference, the students will present their plan to the business/industry person (judge).

### **Projects**

This format involves one or more students conducting an activity in their community and developing and presenting a report on their activities. These events may focus on community service, public relations or chapter fundraising projects.