

CASE STUDY CHALLENGE GUIDELINES

DECA's Competitive Events Program is an opportunity for students to apply their learning to real-world situations, a way for members to explore potential career interests, and a chance to further develop their resume. Texas DECA is excited to launch the Case Study Challenge, a series of 8 individual case study competitions that are in addition to our traditional district, state, and international conference events.

The Case Study Challenge (CSC) offers a stark contrast from our traditional role play event category by providing students with the Performance Indicators ahead of the presentation due date. This allows and encourages students to study the Performance Indicators and think through how to apply them to their solution. Each week, a list of 10 potential performance indicators for the upcoming CSC will be shared in the Flashback Friday student newsletter. Students can sign-up using www.texasdeca.org/subscribe. All Case Study Challenges will be individual competitions.

Each Tuesday, Texas DECA will share a video announcing that week's Case Study Challenge, providing an overview of the topic and the week's "PASSWORD" which students will use to register for the CSC. Students will enter this password and complete the registration form online. The CSC Announcement video and registration forms are available at www.texasdeca.org/casestudychallenge.

After verifying the student's chapter information, Texas DECA will email the Case Study Challenge Scenario and Rubric to competitors on Wednesday at 5:00 pm. Students will have until 11:59 PM on Monday night to research, rehearse, refine and record their solution prior to submitting for the judge to review.

Advisors will receive a roster of students from their chapter, the Case Study Challenge Scenario, and the rubric via email on Thursday of each week.

The Case Study Challenge is open to high school students of any Texas DECA chapter. To be eligible for a Top Ten recognition, students must be a registered member in the membership system by 11:59 PM CT on Sunday, November 1st, 2020. Participants are eligible to compete, receive recognition, and earn scholarship awards for more than one Case Study Challenge if they meet the membership requirements and deadline.

Submission and Video Guidelines are available on page 2.

TIMELINE OF EVENTS all times are listed in CT

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|------------------|-------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|
| TUESDAY | 9:00 am <i>Video Announcement Released Registration Site Open</i> | THURSDAY | <i>Advisors will receive a list of students from their chapter that have registered, as well as the Case Study Scenario and Rubric</i> |
| | 11:59 pm <i>Registration Window Closes</i> | | |
| WEDNESDAY | <i>Texas DECA Staff will verify student's chapter information</i> | MONDAY | 11:59 pm <i>Video Submissions Due</i> |
| | 5:00 pm <i>Case Study Scenario and Rubric sent via email to registered competitors</i> | | |

CASE STUDY CHALLENGE CAREER PATHWAYS

WEEK 1 9/15-9/21 Marketing Communications

WEEK 2 9/22-9/28 Business Management

WEEK 3 9/29-10/5 Restaurant Management

WEEK 4 10/6-10/12 Selling

WEEK 5 10/13-10/19 Finance

WEEK 6 10/20-10/26 Business Operations

WEEK 7 10/27-11/2 Merchandising

WEEK 8 11/3-11/9 Hotel and Lodging

RECOGNITIONS

For each Case Study Challenge, Texas DECA will recognize the Top Ten winners. The recognitions will be announced live during Winner's Week (11/16 - 11/19) and prizes being awarded are as follows:

- Top Ten - Certificate and LinkedIn Digital Badge
- Top Three - Custom Plaque, Certificate and LinkedIn Digital Badge
- 1st Place - \$500 Scholarship*, Custom Plaque, Certificate and LinkedIn Digital Badge

**Scholarships are paid directly to the college/university/institution that the student chooses to attend for the first Fall semester they are enrolled. If a current high school freshman, sophomore, or junior wins, the scholarship will be held until they enroll at a post-secondary institution.*

GUIDELINES FOR RECORDING YOUR SUBMISSION

- All solutions must be recorded in one simultaneous presentation. Videos can be recorded using any device or through a virtual meeting platform.
- All videos must be less than 5 minutes in total length.
- Students must be dressed in business professional attire for the presentation. DECA blazers are encouraged, but not required.
- Only the student presenting and competing may be included in the presentation.
- No editing or visual effects/transitions may be included.
- A student may elect to utilize a PowerPoint or slide deck during their presentation. To achieve this, students may elect to record their solution using a video-conferencing platform with the slides appearing as part of their presentation. The student must always be visible.
 - *Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc.*
- If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. **If the video is recorded in a bedroom or bathroom it will be immediately disqualified without notice/notification.**

◦ It is important to consider your background. Make sure items are neat and presentable. Consider this your office, or the location setting listed in the Case Study Challenge.

SUBMISSION

- You will receive a link to submit your video along with the instructions on Wednesday at 5:00 pm.
- You will need to upload your video to either youtube.com or vimeo.com and set the settings to Unlisted. Video links from any other site will not be evaluated.
- You will submit the URL for the video which will be screened to ensure the criteria is met, prior to sending to the judge for evaluation.
- All submissions are DUE by 11:59 pm CT the Monday following the Case Study's release.

CASE STUDY CHALLENGE FAQ

Q: My chapter hasn't submitted membership yet. Am I still eligible to compete?

A: Yes! The CSC is open to all students at high schools with Texas DECA chapters. Be sure that your chapter submits your membership by November 1st, though, so that you are eligible to earn recognition and win scholarships!

Q: Can I compete in two Case Study Challenges?

A: Absolutely! You can compete in as many Case Study Challenges as you would like. Be sure to give each competition your best effort for the best chance to win.

Q: Can I win in more than one Case Study Challenge?

A: Of course! If you have the best solution in multiple categories, then we want to be sure to recognize that effort. Who knows, we might even reach out for some expert advice to share with our members!

Q: Are the Case Study Challenges replacing the traditional competitive events?

A: No. The CSC is an additional competition avenue for our members. You can compete in any number of CSC events as well as one traditional event that competes at District, State and International CDC!

Q: I don't have a computer at home. Can I still compete?

A: Definitely! If you don't have a computer at home, consider using a cell phone or digital camera. We highly recommend that a video be recorded landscape (horizontal) as opposed to portrait (vertical).

Q: Is there a principles level CSC?

A: No. All Case Study Challenges are open to all Texas DECA student members in grades 9-12. If you are a first-year student member, we encourage you to give these a shot. Since these are new to everyone, it's everyone's first time competing!

Q: Will be videos be shared?

A: Great question, and the answer is yes and no. YES - we will be sending the URL to your video submission to a judge for their evaluation. NO - we will not be posting or sharing these videos on our web site or social media accounts without your approval. We will contact top performers for their permission to share after Winner's Week.

Q: Is there a maximum number of people from my chapter that can compete?

A: No. Any student member can participate! Bring on the friendly competition!