



SERIES: OCCUPATIONALLY RELATED EVENTS CONTEST: COMMUNITY SERVICE

Presentation
Submission
April 1

Online Test
Completed
by April 26

Online
Resumé
Submission

Series Director: KATHY CONOLE • 978-846-2775 • kconolemava@aol.com

Competition: Marriott Courtyard - Worcester Room with Event Manager: Joann LaFleur

REQUIREMENTS AND SCOPE OF CONTEST

Advisors will be sent log-on information for the [Learning Management System](#), which will be open on April 10.

Contestants must submit an electronic copy of their resumé to the [LMS](#) by April 26, by 5:00pm.

A PDF file of the Presentation must be emailed to submissions@maskillsusa.org on or before April 1.

Employability tests will be in the LMSLMS and the deadline for completion is April 26, by 5:00pm.

Clothing Requirements: **avoid a clothing penalty**

SkillsUSA attire:

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small collard) or white turtleneck, with any collar to not extend to the lapel area of the blazer, sweater, windbreaker or jacket.
- Black dress slacks or black dress skirt (knee-length) 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/non pattern.
- Black dress shoes

NO cell phones or SmartWatches allowed

Tool Requirements: **Contestants must submit online a one-page type-written resume, failure to do so will result in a 50-point penalty**

1. Supplied by the technical committee:
 - a. Copy of SkillsUSA Massachusetts Technical Standards and all necessary information for judges and technical committee
 - b. The committee will identify a holding area and presentation room
 - c. Stopwatch/Timer
2. Supplied by the Contestant:
 - a. Notebook, a digital version submitted ahead of competition and the original brought to competition
 - b. Notecards, if desired
 - c. All materials and supplies needed for their presentations, including all presentation equipment such as visual aids, a computer, projector, extension cords, etc.

Observer Rule: There will be no observers allowed to watch contestants compete.

Purpose: To evaluate local chapter activities that benefit the community and to recognize excellence and professionalism in the area of community service. This event also enables the community to become aware of the outstanding work being performed by career and technical education students.

Eligibility (Team of 3): Open to active SkillsUSA members. Only the first-place high-school and/or college/ postsecondary winning team(s) may be entered in national competition. The entire chapter is encouraged to participate in the community service project. A team of three members will represent the chapter in a live presentation. All team members must be from the same school.

State Skills: The contest will consist of two parts: an electronic notebook in PDF format outlining the chapter community service project and a presentation by the chapter team.

Skill Performance: The contest will consist of two parts: an electronic notebook outlining the chapter community service project and a live presentation by the chapter team. The chapter will organize the year's community service activities and present its best community service project to a panel of judges. Only one project may be presented. Presentations should represent a community service project that was conceived, planned and completed during the current school year.

Note: Although involvement of the entire school is encouraged, the project must clearly be organized and conducted by the active SkillsUSA chapter.

CONTEST: COMMUNITY SERVICE CONTINUED

Contest Guidelines:

1. Project Notebook
 - a. The electronic notebook must be compiled that describes the chapter community service project. The presentation must be submitted in PDF format by April 1 to submissions@maskillsusa.org listing Community Service as the Subject of the email.
 - b. The presentation must not contain more than 30 pages..
 - c. The presentation should be organized in the following format:
 1. Title Page
The title page must include the name of the project, chapter name, school address and a list of the names of the presenting team members.
 2. Introduction
Provide a brief description of the project, not to exceed one page. This statement should provide a brief and concise description or overview of your community service project.
 3. Table of Contents
The table of contents should indicate page numbers. All surfaces should be numbered, and the information should be organized according to appropriate sections as indicated below.
 4. Section I — Objectives of the Project
Objectives should be specific, measurable, action-oriented, relevant to local needs and timebound. Objectives should be revisited at the conclusion of the project to show level of success and to document impact.
 5. Section II — Community Impact
Describe and document the full impact that the project had on individuals, organizations, businesses, industry or the community in general as appropriate to the project. Include statistical evidence such as surveys, pre/post test results or data/documentation to prove that your project made a significant difference and can be sustained in the future.
 6. Section III — Impact on the School
Describe and document the full impact that participation in the project had on the school community. Include statistical evidence such as surveys, pre-/ post-test results or data/ documentation to show how your project made a difference in some aspect of the school environment or in the student population.
 7. Section IV — Letters of Recognition
A maximum of five letters can be included. Include letters from business or industry representatives that recognize your community service contribution and demonstrate the community's awareness of SkillsUSA.
 8. Section V — Publicity
Newspaper articles, photos or other items that show publicity received during the project. Do not include items you generated to promote participation. SkillsUSA must be mentioned in the publicity article to receive credit. Original copies of newspaper articles must be submitted. If you use information (or receive any publicity during the project) via the internet, social media or electronic articles, you must reference the source, including the dates.
Dates of the article must be within the article, or a letter of verification from the editor must be submitted. Photocopies of articles are not acceptable. You may also document your efforts to secure publicity by including letters from newspapers or TV/radio stations verifying that articles related to your project have been submitted for publication. This section should also include photos that document events as they were conducted. Photos should be affixed and captioned to explain content.
2. Team Presentation Time will be assigned in advance
 - a. A team of three will represent the chapter in a live professional presentation. The purpose of the presentation is to provide the judges with an overview of the chapter's community service project and the positive results achieved. All team members must take an active part in the presentation. All members must be present for the presentation.
Note: Presentations should provide a clear sense about the project planning timetable and process — how the project was initiated, organized, implemented, evaluated and celebrated.
 - b. All materials and supplies needed for their presentations, including all presentation equipment such as visual aids, a computer, projector, extension cords, etc.
 - c. The presentation shall be seven to 10 minutes in length.
 - d. Time penalty: Five points will be deducted for each 30 seconds or fraction thereof under seven minutes or over 10 minutes. Time will be started when the presentation begins. The timer will signal the team at seven minutes and at nine minutes.

CONTEST: COMMUNITY SERVICE CONTINUED

- e. Teams are encouraged to be creative in their presentations. The use of computer-generated presentations or other visuals is strongly encouraged.
- f. All charts and graphs must be student produced. No commercially produced materials will be allowed. Each team may use at least one of the following visual formats in their presentation:
 - 1. Flip charts
 - 2. PowerPoint, Keynote or Prezi or another computer presentation

Standards and Competencies: See national technical standards.

Note: National technical standards are a benefit of professional membership. Advisors should log in to the national SkillsUSA site to access technical standards.



SERIES: OCCUPATIONALLY RELATED EVENTS

CONTEST: CUSTOMER SERVICE



Series Director: KATHY CONOLE • 978-846-2775 • kconolemava@aol.com

Competition: Marriott Courtyard - Boston 1 Room with Event Managers: Liz Beals

REQUIREMENTS AND SCOPE OF CONTEST

Advisors will be sent log-on information for the **Learning Management System**, which will be open on April 10. Contestants must submit an electronic copy of their resumé to the **LMS** by April 26, by 5:00pm.

Clothing Requirements: avoid a clothing penalty

SkillsUSA attire:

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small collard) or white turtleneck, with any collar to not extend to the lapel area of the blazer, sweater, windbreaker or jacket.
- Black dress slacks or black dress skirt (knee-length) 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/non pattern.
- Black dress shoes

NO cell phones or SmartWatches allowed

Tool Requirements: Contestants must submit online a one-page type-written resume, failure to do so will result in a 50-point penalty

1. Supplied by the technical committee:
 - a. Copy of SkillsUSA Massachusetts Technical Standards and all necessary information for judges and technical committee
 - b. The committee will identify a holding area and presentation room
 - c. Stopwatch/Timer
2. Supplied by the Contestant:
 - a. Pencil and ballpoint pen
 - b. Paper (legal pad or spiral notebook)

Purpose: To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of customer service.

Eligibility: Open to all active SkillsUSA members.

Skill Performance: The contest involves live, role-playing situations that demonstrate the ability to perform customer service skills selected from the following list of competencies as determined by the SkillsUSA Championships technical committee.

Observer Rule: There will be no observers allowed to watch contestants compete.

Contest Guidelines:

1. Presentation time will be assigned in advance.
2. Each contestant will be given the same scenario(s) and the same amount of time. Total time will be 15 to 20 minutes.
3. Contestants should expect to use all aspects of the skills listed in Standards and Competencies. A scenario will likely involve multiple situations occurring simultaneously (e.g., one customer may be engaged in a telephone conversation with the contestant while another customer is walking through the door for face-to-face interaction).
4. Judges will serve in the role of the customer(s).

Standards and Competencies:

See national technical standards. Note: National technical standards are a benefit of professional membership. Advisors should log in to the national SkillsUSA site to access technical standards.



SERIES: OCCUPATIONALLY RELATED EVENTS CONTEST: ENTREPRENEURSHIP

Business Plan
Submission
by April 1

Online Test
Completed
by April 26

Online
Resumé
Submission

Series Director: KATHY CONOLE • 978-846-2775 • kconolemava@aol.com

Competition: Marriott Courtyard - Boston 2 Room with Event Manager: Rebecca McInnis

REQUIREMENTS AND SCOPE OF CONTEST

Advisors will be sent log-on information for the [Learning Management System](#), which will be open on April 10.

Contestants must submit an electronic copy of their resumé to the [LMS](#) by April 26, by 5:00pm.

Employability tests will be in the [LMS](#) and the deadline for completion is April 26, by 5:00pm.

A PDF file of the Business Plan must be emailed to submissions@maskillsusa.org on or before April 1.

Clothing Requirements: **avoid a clothing penalty**

SkillsUSA attire:

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small collard) or white turtleneck, with any collar to not extend to the lapel area of the blazer, sweater, windbreaker or jacket.
- Black dress slacks or black dress skirt (knee-length) 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/non pattern.
- Black dress shoes

NO cell phones or SmartWatches allowed

Tool Requirements: **Contestants must submit online a one-page type-written resume, failure to do so will result in a 50-point penalty**

1. Supplied by the technical committee:
 - a. Copy of SkillsUSA Massachusetts Technical Standards and all necessary information for judges and technical committee
 - b. The committee will identify a holding area and presentation room
 - c. Stopwatch/Timer
2. Supplied by the Contestant:
 - a. Business Plan, a digital version submitted ahead of competition and the original brought to competition

Purpose: To evaluate the team's success to formulate a business plan, present business presentations and respond to changes that may occur during operation. First, download and review the General Regulations at: <http://updates.skillsusa.org>.

State Skills: The Entrepreneurship contest area consists of two separate competitions, one for high school students and another for college/post-secondary students.

Skill Performance: The contest includes a business plan presentation and a challenge presentation to demonstrate performance skills. Contestants will gather in the holding area 15 minutes prior to their scheduled presentation time.

Observer Rule: There will be no observers allowed to watch contestants compete.

Eligibility (Team of 4): Open to a team of four active SkillsUSA members. A state may enter one high school team and one college/post-secondary team of four registered members each. The team may perform with three members without penalty in the event that a member fails to show up or is forced to withdraw within five days of the competition, as long as four members were originally registered and verified in the national headquarters.

Contest Guidelines:

1. Teams must submit an electronic copy of their business plan in PDF format by April 1. They are to be emailed to submissions@maskillsusa.org.
2. All materials and supplies needed for their presentations, including all presentation equipment such as visual aids, a computer, projector, extension cords, etc.
 - a. An electronic copy of the team's business case must be submitted. The electronic PDF copy of the business plan must be submitted by April 1. They are to be emailed to submissions@maskillsusa.org listing Entrepreneurship as the Subject of the email.

CONTEST: ENTREPRENEURSHIP CONTINUED

Format of Written Plans:

1. All pages in the business plan will be 8.5"x11" and, with the exception of the title page, will be numbered. The business plan may not be more than 30 pages long, including the title page, sample forms, marketing materials and supporting documents. Everything submitted is part of the business plan. The front and back of the pages may be used.
2. The text of the business plan will be typed (12 pt. Times New Roman or equivalent). Handmade or computer-generated graphs and charts are acceptable. Professionally made graphs and charts are unacceptable.
3. The title page will include the name of the business, the name of the class or classes, name of the team (if one exists), names of the team members and date of submission.
4. The second page will be the Table of Contents.
5. The third page will be a team "Bio Sheet" that provides a brief overview of the business the group selected as well as a description of the experience and skills each team member brought to the effort.
6. The fourth page will consist of verification from a senior educational institution official that the project is the original work of the registered team members.
7. The business plan that follows these above mentioned pages must be organized according to the competencies listed below. Points will be deducted for each criterion out of sequence, not completed or omitted.

Method of Presentation:

1. Computer projection may be used to deliver the presentations.
2. Presentation time will be assigned in advance.
3. Each presentation will be limited to the timeframes as stated previously. Points will be deducted for teams that exceed the time limits. Judges will be allowed up to an additional 10 minutes for clarification and questions after each presentation is complete.
4. A professional presentation is expected from each team. This includes, but is not limited to, posture, eye contact, clarity, volume, teamwork, effective use of visuals, use of time and group dynamics. Each team member must verbally participate in the presentation.

Standards and Competencies: See national technical standards.

Note: National technical standards are a benefit of professional membership. Advisors should log in to the national SkillsUSA site to access technical standards.



SERIES: OCCUPATIONALLY RELATED EVENTS
CONTEST: RELATED TECHNICAL MATH

Online Test
Completed
by April 26

Online
Resumé
Submission

Series Director: KATHY CONOLE • 978-846-2775 • kconolemava@aol.com

Competition: Courtyard Marriott - Commonwealth Ballroom with Event Manager: Stacey O'Keefe

REQUIREMENTS AND SCOPE OF CONTEST

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Employability tests will be in the **LMS** and the deadline for completion is April 26, by 5:00pm.

Clothing Requirements: avoid a clothing penalty

SkillsUSA attire:

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- Black dress shoes

NO cell phones or SmartWatches allowed

Tool Requirements: Contestants must submit online a one-page type-written resume, failure to do so will result in a 50-point penalty

1. Supplied by the technical committee:
 - a. Copy of SkillsUSA Massachusetts Technical Standards and all necessary information for judges and technical committee
 - b. The committee will identify a contest room
2. Supplied by the Contestant:
 - a. A minimum of two No. 2 pencils, sharpened
 - b. Basic hand-held calculator (no graphing or scientific calculator [with fraction keys] will be permitted)
 - c. Contestants are encouraged to show their work on the answer sheet, when solving each mathematical equation