Purpose:
To encourage career technical students to promote their schools’ career preparation program to their community and industry. They will develop a learning-based project that will benefit their school, industry of community with a focus on their career preparation. They will then develop a display to us in their community to explain the project, their studies and its benefits.

Clothing Requirements:
Official attire is required for both men and women. Contestants must wear their official contest clothing to the contest. Teams will be judged in official attire at the contestant briefing.

Eligibility:
All students on the three-member team must be currently enrolled in a state-approved career and technical program. The Career Pathways program must be part of an organized chapter of SkillsUSA. Students must be current, active members of SkillsUSA.

Equipment and Materials:
1. Supplied by the technical committee:
   a. One 8’ Table
2. Supplied by the contestants:
   a. Project for display

Display Requirements:
1. The display must fit within the assigned space, leaving room in the booth for the contestants to perform their demonstration.
2. Displays may not contain hazardous or flammable materials.
3. The state headquarters of SkillsUSA must be notified in advance if the display may include large equipment. Displays that generate excessive noise are discouraged and may result in a penalty assessment.
4. Local schools/consortia are responsible for all equipment to be used, including delivery and installation in the booth area. Teams must bring their own tablecloths and all other needed supplies.
5. All display components must fit through doors and up steps, as forklifts and carts are not usually available. It is the responsibility of the team, not the event organizers, to deliver all display components from the curb to the show floor.
6. Students will check with the State Office on Thursday to see when their Career Pathways Showcase will be set-up, removed, and Judging take place. Judging will take either Friday or Saturday during the day. No access to the contest site is allowed before that time. Advisors are encouraged to supervise their teams but are reminded that these are to be student displays. Students should expect to stay during their entire allotted time. Areas for set-up will be assigned by the technical committee. Teams will set up in their assigned area.
7. All displays must remain set up, manned by at least one student-team member, and open to the public from the beginning of the contest until the time of tear-down, which will be announced by the technical committee. Early tear-down or leaving the booth unmanned at any time prior to tear-down may result in a penalty assessment.

Scope of the Contest:
The student teams will use their course of study as the basis of a project that will benefit their class, school, community or industry. The project must highlight an aspect of their career cluster training.
Upon completion of the project, the students will develop a display ad us it within their community to explain their training and their project. This contest will judge mastery of their training, its application, the project's benefit to their community, and display and presentation techniques.

**Knowledge Performance:**
This contest does not require a skill-related, written test.

**Contest Guidelines:**
1. A team consisting of three students in the same recognized Career Pathways program must present the project; students may only be members of one team.
2. The project must be designed and constructed by students who were enrolled during the school year immediately preceding the State Leadership and Skills Conference.
3. Guidance by Career Pathways instructors, counselors, and career and academic teachers is encouraged.
4. Emphasis is placed on the project, the display and the presentations/demonstrations.
5. Panels of judges selected from business, labor, education and government will evaluate projects.

**Project Requirements:**
A. Time limit: Maximum time limit for a presentation/demonstration is eight minutes. Following the presentation, judges may ask questions. Following judging, judges may return to debrief teams on their presentation.
B. Maximum size of the display area is 8’ table. Display components may extend to 8’ high within the back 36” of the booth. None of the display can exceed 36” height in the front 5’ of the booth (exception: machinery, tools and furniture used in the presentation are exempt from the height restriction). Walls/side panels and additional tables, easels, etc., must not block the view into adjacent booths and must fit within the space limit. Projects exceeding these limits will be disqualified.
C. Project Mobility: All projects must be self-contained. There will be no on-site technical support, Internet hookup or backup equipment. Each team must be able to maneuver the project into the contest area. For large projects, modular makeup is recommended.

**Judging Criteria:**
Each project will be judged according to its own merits and compliance with the listed criteria, as well as competitively within each cluster and/or judging group. Participants should read the guidelines carefully and make sure the project presentation covers all the criteria.

A. Knowledge Attained (150 points): Students should, through written and oral presentations, demonstrate the achievement of core knowledge related to their Career Pathway cluster.
B. Demonstration/Evidence of Technical Skills (150 points): Through demonstrations, photographs, products and other media, students should show evidence of technology skills appropriate for their Career Pathway level and Career Pathway cluster.
C. Presentation Skills (200 points): Students should demonstrate appropriate mastery of skills in communication, answering questions and explaining processes related to their projects. Each student team member must take an active role in the Presentation/demonstration. Use of technology for the presentation is encouraged.

D. Integration of Business and Industry (150 points): The project must demonstrate evidence of integration and/or cooperation with business and industry. This must include at least one of the following:
1. Students’ working in the industry.
2. Business and industry partners providing assistance and guidance at the school.
3. Application of the project to an industry setting.

E. Community Value (200 points): The project must reflect value to the community, related business field or related field of study as determined by the cluster.

F. Overall Effect (150 points); Students project a businesslike and professional manner. Project and presentation are well-organized; students display knowledge of, and enthusiasm for, the project and its contribution to the community, business or related field of study.