

DECA AT THE BELL CHALLENGE

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entry here!



OPEN UNTIL NOVEMBER 3RD

Event Overview and Purpose

BusinessU has partnered with **DECA Inc.** to offer a national **DECA at the Bell Challenge**. For this challenge, students will write, produce, and publish their very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA.

Eligibility

This event is open to any registered high school DECA member who wants to sharpen their content creation skills by writing scripts, using storyboarding, and producing videos.

Entries

- Teams will consist of 1-3 registered DECA members.
- The script must use words that clearly identify what is happening in the episode, and be submitted in **PDF format**.
- The topic/theme of the 2023 Challenge is: **Unique Selling Propositions (USP)**. The episode must align with the DECA Performance Indicators listed in the Guidelines below.
- The video submission:
 - **3:00-5:00 minutes** in length
 - **.mp4 format** only
 - Must include a **role play prompt**
 - Include the school name and the team member names within the body/credits of the video.
- Submissions are due by **Friday, November 3, 2023**

Entries (continued)

- How to Submit -
 - Submission Form: <https://forms.gle/onyB7aCPta3Wp5UW9>
 - A special DECA at the Bell Challenge course has been added to the BusinessU platform to assist advisors/students. Reach out to support@businessu.org to be added to the course.

Guidelines

- DECA members will write, produce, and publish an episode of **DECA at the Bell**.
- The topic must be relevant and appropriate for high school students.
- The topic/theme of the 2023 Challenge is: Unique Selling Propositions (USP). The video and script must focus on a current event or case study that aligns to, helps explain, and gives real-world context for the identified performance indicators below:
 - Identify company's unique selling proposition
 - Position products/services to acquire desired business image
 - Build product/service brand
- The episode must include an original role play prompt centered around Unique Selling Propositions. After the role play prompt is given, make sure to include the the performance indicators above in the script.
- All content must follow copyright and fair use laws, including proper citations. Outside sources may be used for research and to develop the content, but must be attributed and cited appropriately.
- All team members must participate in writing, producing and publishing the video in some way. However, team members may self-select out of being physically seen on camera.
- Participants are encouraged to incorporate humor, creativity, unique ideas for the style and structure, and varying editing styles.
- Participants must fact check their research.
- Participants may watch DECA at the Bell episodes for inspiration, but are not required to follow the same format and/or structure. In fact, creativity and originality will be rewarded: www.businessu.org/deca-at-the-bell/
- The submissions must demonstrate high-quality script writing, video talent performance, and creative video editing.
- The video may not be edited after the official entry deadline.

Guidelines

- Students, not advisors, must create the video. Advisors may serve as consultants to ensure that the videos are well-written, well-edited, and meet submission requirements.
- Participants may record their video using any resources at their disposal (smartphone, camera, etc.). Similarly, they may edit using whatever resources are available to them (Instagram Reels, iMovie, Adobe, etc).

Awards



International release of the DECA at the Bell episode to all DECA chapters



Scholarship money - \$2,000 to winning team



Recognition at ICDC

Challenge Rubric

DECA at the Bell Challenge	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
Script Content					
Topic/Theme chosen is relevant, interesting, and focuses on a current event or case study.	0-1-2	3-4	5-6-7	8-9-10	
The script is engaging, well-researched, clearly developed, and cohesive.	0-1-2	3-4	5-6-7	8-9-10	
Directors notes and talent prompts are detailed, organized, and easy to follow.	0-1-2	3-4	5-6-7	8-9-10	
The script includes a role play that is relevant to the topic and references the identified performance indicators	0-1-2	3-4	5-6-7	8-9-10	
The script has limited or no spelling, grammar and punctuation errors.	0-1	2-3	4-5	6	
Video Content					
The video effectively, clearly, and persuasively explains the topic/ theme of the episode.	0-1-2	3-4	5-6-7	8-9-10	
The video incorporates humor, creativity, and unique ideas.	0-1-2	3-4	5-6-7	8-9-10	
The video displays engaging video talent performance.	0-1-2	6 3-4	5-6-7	8-9-10	
The video ends with a role play prompt.	0-1-2	3-4	5-6-7	8-9-10	
Audio (speaking, music, sound effects) is clear and adds to the conveyance of the content.	0-1-2	3-4	5-6-7	8-9-10	
Appropriate lighting was used to showcase the talent.	0-1-2	3-4	5-6-7	8-9-10	
Transitions are smooth and do not distract from the content.	0-1	2-3	4-5	6	
Editing enhances the video.	0-1	2-3	4-5	6	
The video includes various camera angles and shots.	0-1	2-3	4-5	6	

Challenge Rubric

Submission					
Topic/Theme chosen is appropriate for high school students.	0			10	
The script and video were submitted by the deadline.	0			10	
All team members participated in the writing, producing, and publishing of the video in some way.	0			10	
The school name, DECA Chapter number, and the participants' names were included in the body/credits of the video.	0			10	
The script and video properly cite sources and follow copyright laws.	0			10	
The content relates back to the identified performance indicators.	0			10	
TOTAL POINTS SCORED					