

# WASC State Competition Program

## Best Project Description and Scoring Guidelines

School: \_\_\_\_\_

### Description:

It's time to show off the event or activity your student council is most proud of! This is your opportunity to share what makes your council great. As a prepared event, students are asked to create written documentation of the project or a tri-fold board! Projects can showcase a Homecoming event, service project, or any other event that your council engaged in over the past year. The documents or presentation should include images, detailed information of the event, its impact on the community, and how your council helped to make the event run smoothly. Each school is able to enter ONE project.

**Example:** *Your student council holds an annual bingo night for the elderly that you wish to submit for best project. Members of your council create a tri-fold documenting the event with pictures from the event, the posters that were used to promote the event in and around the community, a short article from the local newspaper chronicling the event, and a reflection on the success of the event, its impact on the community, and how it reflects one or more of the competitions core values.*

*The Best Project will be on display at the state conference. One of the JAM breakout sessions will ask a member or two who created the best project to be near their project to briefly present it to those that enter that breakout. This will resemble a 'swap-shop' setup. This is also when notecards will be shared. The notecard activity requires participants to bring approximately 30 copies of a half-page 'recipe' for their best project. These half-page sheets will be given to participants at the conference to take back and share ideas.*

### Project Requirements:

Presentation and Documentation must include

#### Data About the Event/Activity

- Name of project/activity
- Name of presenter
- Name of school
- Name of community
- Number enrolled in school

#### Goals and Description of the Event/Activity

- Complete and detailed description of project (who, what, when, where, why, how)
- Complete and detailed description of community involvement - school and/or greater- which demonstrates a meaningful need or impact
- Complete and detailed documentation of student council involvement

#### Evaluation of the Event/Activity

- An in-depth evaluation of the success of the project (money raised, participation, inclusion of community, comparison to other activities the council organizes)
- An in-depth (three or more suggestions) evaluation of how the project can be improved.

#### Documentation of Event/Activity

- 2-4 clearly labeled or captioned photographs that showcase the event
- 1 additional artifact (publicity, newspaper article, survey, etc.)

Project must also be:

- Professional and demonstrates significant effort.
- Meets all the requirements
- Clear, concise and easy to follow
- Include a recipe note card to be shared in the swap shop

# Best Project Scoring Sheet

School: \_\_\_\_\_

Data	Below	Approaches	Meets	Exceeds	Score
Includes all required data	1	2	3	4	

Goals and Description	Below	Approaches	Meets	Exceeds	Score
Goals of Project	1	2	3	4	
Project Description	1	2	3	4	
Community Involvement	1	2	3	4	
Council Involvement	1	2	3	4	

Evaluation	Below	Approaches	Meets	Exceeds	Score
Success	1	2	3	4	
Improvements	1	2	3	4	

Documentation	Below	Approaches	Meets	Exceeds	Score
Includes all required artifacts	1	2	3	4	

Professionalism	Below	Approaches	Meets	Exceeds	Score
Product Quality (Presentation and Documentation)	1	2	3	4	

<b>Total Score (36)</b>	
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**Ratings (circle one): Gold (30-36), Silver (24-30), Bronze (24 and below)**

Comments/ ways to improve:

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## **Scoring Criteria**

“Exceeds Expectations” means that, in the judge’s opinion, the project fulfills all the requirements clearly and completely with great depth and detail - nothing more could be expected.

“Meets Expectations” means that, in the judge’s opinion, the project meets all the requirements clearly and completely, but lacks depth and detail. It may also contain some minor errors or omissions, which do not detract substantial from the overall product.

“Approaches Expectations” means that, in the judge’s opinion, the project does not meet all of the requirements and/or contains some errors or omissions which detract from the product.

“Below Expectations” means that, in the judge’s opinion, the project fails to meet a significant number of requirements and/or there are significant errors or omissions, that significantly detract from the overall product.

# WASC State Competition Program

## Creative Marketing Project Description and Scoring Guidelines

School: \_\_\_\_\_

Community: \_\_\_\_\_

### Description:

The creative marketing project is the perfect way to show off your student council's best marketing campaign. In student council life today it is extremely important to advertise your student council's events across multiple platforms and with eye-catching designs. Projects can showcase posters, bulletin boards, window painting, flyers, social media, or any other platform used to promote a specific event from that your council lead this year. The documents and the presentation should include images, detailed information of the event, its impact on the community, and how your council helped to make the event run smoothly.

This competition differs from the Public Relations Project, which looks at your council's overall communication strategy and the means by which connect with the student body, student council members and the community at large. This project is focused on ONE specific campaign for ONE specific event or activity. Schools can only enter ONE submission.

### Example:

*To promote Homecoming, your council creates posters, paints windows in the cafeteria and passes out buttons. To showcase this campaign, members of you council create a portfolio documenting the campaign, including each of the artifacts being submitted, and a reflection on the success of the campaign relative to the success of the event and how it reflects one or more of the competition core values. In the documentation and presentation, your group might explain how a poster hung up in every hallway increased dance attendance by 15% over the previous year.*

### Project Requirements:

Presentation and Documentation must include:

#### Data About the Campaign

- Name of event/activity
- Name of presenter
- Name of school
- Name of community
- Number enrolled in school

#### Description of Campaign

- Complete and detailed description of the event/activity being promoted
- Complete and detailed description of the campaign and its execution
- Complete and detailed explanation of each platform used (social media, bulletin board, posters, buttons, etc.), the target audience, why it was chosen

#### Evaluation of the Campaign

- An in-depth evaluation of the success of the campaign (how did using this method increase participation, money raised, etc)
- An in-depth evaluation of how the campaign can be improved. (three or more suggestions for change)

#### Documentation of Campaign

- 2 or more specific artifacts (social media, bulletin board, posters, buttons, etc.)
- Clear descriptions are provided for each artifact

Project must also be:

- Professional and demonstrates significant effort.
- Meets all the requirements
- Clear, concise and easy to follow

## Creative Marketing Scoring Sheet

Data	Below	Approaches	Meets	Exceeds	Score
Includes all required data	1	2	3	4	

Goals and Description	Below	Approaches	Meets	Exceeds	Score
Description of Event	1	2	3	4	
Description of Campaign	1	2	3	4	
Campaign Platforms	1	2	3	4	

Evaluation	Below	Approaches	Meets	Exceeds	Score
Success	1	2	3	4	
Improvements	1	2	3	4	

Documentation	Below	Approaches	Meets	Exceeds	Score
Includes all required artifacts	1	2	3	4	
Creativity	1	2	3	4	

Professionalism	Below	Approaches	Meets	Exceeds	Score
Product Quality (Presentation and Documentation)	1	2	3	4	

<b>Total Score (36)</b>	
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**Ratings (circle one): Gold (31-36), Silver (25-31), Bronze (24 and below)**

Comments/ ways to improve:

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## **Scoring Criteria**

“Exceeds Expectations” means that, in the judge’s opinion, the project fulfills all the requirements clearly and completely with great depth and detail - nothing more could be expected.

“Meets Expectations” means that, in the judge’s opinion, the project meets all the requirements clearly and completely, but lacks depth and detail. It may also contain some minor errors or omissions, which do not detract substantial from the overall product.

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“Below Expectations” means that, in the judge’s opinion, the project fails to meet a significant number of requirements and/or there are significant errors or omissions, that significantly detract from the overall product.

# WASC State Competition Program

## Graphic Design Description and Scoring Guidelines

### **Description:**

Each year members of your council go above and beyond to create new and creative ways to promote and celebrate events, and show off your school and council pride. This competition is an opportunity to celebrate your creativity and design skills. Submissions should be original work by a member of your council. Schools may receive awards in both the graphic design and t-shirt design category even though they utilize the same requirements and scoring.

### **Examples:**

This would include past button and banner competitions. You can submit BOTH a button AND a banner.

### **Event Overview:**

1. Submissions must be the original work of the student
2. Designs must have been utilized over the course of the last year (April - April)
3. Designs should be creative and/or unique

### **Project Requirements:**

#### Design

- The product is an original work
- The product is exceptionally attractive in terms of design, layout, neatness, unity and consistency.
- The product reflects an exceptional degree of student creativity/ originality.
- The product effectively accomplishes its purpose (as described in the description)

#### Description/Reflection

- In-depth description of the process and the goals for the design
  - Why did you make this artifact?
  - What purpose did it serve?
  - Did it have an impact on an event? (increased money raised, participation, etc.)
  - Would you do anything different if you were to make it again?

# Graphic Design Scoring Sheet

School: \_\_\_\_\_

Organization	Below	Approaches	Meets	Exceeds	Score
Original	1	2	3	4	
Attractive	1	2	3	4	
Creative	1	2	3	4	

Description/Reflect	Below	Approaches	Meets	Exceeds	Score
Goals and Process	1	2	3	4	

<b>Total Score (16)</b>	
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**Ratings (circle one): Gold (14-16), Silver (11-13), Bronze (10 and below)**

Comments/ ways to improve:

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## Scoring Criteria

“Exceeds Expectations” means that, in the judge’s opinion, the project fulfills all the requirements clearly and completely with great depth and detail - nothing more could be expected.

“Meets Expectations” means that, in the judge’s opinion, the project meets all the requirements clearly and completely, but lacks depth and detail. It may also contain some minor errors or omissions, which do not detract substantial from the overall product.

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# WASC State Competition Program

## Group Scenarios Description and Scoring Guidelines

### Description

Groups of 3-4 students will be given a prompt, problem, or scenario prior to the JAM Conference. They will then be given 3-5 minutes to present their solution verbally to the judges and have an additional 2 minutes where the judges will ask them questions about their response. Students will be evaluated on how well they collaborate during throughout the entire scenario, the quality of their solution, and the quality of their responses to Q&A. The scenarios may vary between groups.

### Example Prompt::

*Your council is having issues regarding accountability and participation among general council members. There are certain students who regularly participate in all council events, while various students lack overall participation in events and monthly meetings. How could this problem be solved and averted in the future. You have 15 mins to formulate a plan of action.*

### Group Scenario Prompt Ideas:

1. Increasing Council Membership - Your council is struggling to maintain membership; how would you address this issue?
2. Shared involvement - Your council has many great ideas, but you only complete activities that you have done in the past, or the same few people are leading all wor; how do you incorporate new ideas or make sure all members of your council are involved?
3. Resource Availability - Your council has brainstormed a large list of ideas. However, your council is running out of money and supplies to make these dreams come true; how do you address this issue?
4. Community Involvement - Your council wants to leave a lasting impact on the community. How do you partner and work with the community to leave an even greater impact?

### Group Scenario Requirements:

Group Scenarios demonstrate :

Collaboration and shared leadership whereby:

- Group members recognize the contribution of other by asking probing questions, ensuring everyone is heard, and by responding thoughtfully to new information
- Group members work to enhance the productivity of the group by making compromises and building consensus
- Group members develop ideas and solve problems with the involvement of all team members

Creative and workable solutions which is::

- Relevant to the prompt
- Realistic for a middle school student council to achieve
- Provides a clear and detailed plan or solution with specific actions steps and predicted results
- Content must be relevant to the prompt

Professional presentation in which:

- Ideas are presented in an orderly and coherent fashion
- Each member of the group has an opportunity to speak
- Members of the group demonstrate confidence and poise and are responsive to judges questions

# Group Scenario Scoring Sheet

School: \_\_\_\_\_

Collaboration	Below	Approaches	Meets	Exceeds	Score
Contribution of Others	1	2	3	4	
Enhanced Productivity	1	2	3	4	
Involvement of All Team	1	2	3	4	

Solution	Below	Approaches	Meets	Exceeds	Score
Relevant to Prompt	1	2	3	4	
Realistic	1	2	3	4	
Detailed Plan	1	2	3	4	

Professional	Below	Approaches	Meets	Exceeds	Score
Coherent	1	2	3	4	
Group Participation	1	2	3	4	
Confidence and Poise	1	2	3	4	

<b>Total Score (36)</b>	
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**Ratings (circle one): Gold (31-36), Silver (25-30), Bronze (24 and below)**

Comments/ ways to improve:

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## Scoring Criteria

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# WASC State Competition Program

## Scrapbook Description and Scoring Guidelines

### **Description:**

Show off all the activities your council did this year by creating a visual record of all you've accomplished with your Student Council Scrapbook. Scrapbooks may be digital or hard copies.

### **Event Overview:**

1. Each school may enter only one scrapbook
2. Scrapbooks may be submitted digitally (google slides or some other digital platform) or as physical books
3. Physical books may not exceed 14" x 14".
4. Digital scrapbooks must be submitted over the internet using a URL (sent to host school advisor)
5. Scrapbook must reflect the student council projects and event only
6. Scrapbook cannot include include 3-dimensional image
7. The number of photos shall be limited to 100, excluding newspaper photos with captions. A picture of several pictures (or collage) shall be counted the total number of pictures.
8. May contain other artifacts other than photos

### **Project Requirements:**

Scrapbooks must include:

- All of the following activities organized in this order
  - Title Page
    - Name of Council
    - Name of School
    - Name of Community
  - Council Page
    - Photo of council officers with names and offices held
    - Photo of advisers with names
    - Photo of whole council with names
  - Leadership Activities
  - Local Activities/Community Projects
  - Fundraiser Projects
  - Recreational/Social Activities
  - Regional Activities
  - State/National Activities
- A title page for each activity and a detailed description of the activity (additional requirements are noted under each section)
- A minimum of two photos for each section

*Each* activity page must include:

- A complete and detailed descriptions of each activity
- A minimum of two photos with captions
- Photos must be from the current year and should be strong representations of the activity

Scrapbooks must be :

- Professional and demonstrates significant effort (needness and organization).
- Meets all the requirements
- Creative, unique or original

# Scrapbook Scoring Sheet

School: \_\_\_\_\_

Organization	Below	Approaches	Meets	Exceeds	Score
Includes all required activities (in order)	1	2	3	4	
Titles, descriptions and photos	1	2	3	4	

Activity Pages	Below	Approaches	Meets	Exceeds	Score
Descriptions	1	2	3	4	
Photos	1	2	3	4	

Professionalism	Below	Approaches	Meets	Exceeds	Score
Product Quality	1	2	3	4	
Meets Requirements	1	2	3	4	
Creativity	1	2	3	4	

<b>Total Score (28)</b>	
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**Ratings (circle one): Gold (24-28), Silver (20-23), Bronze (19 and below)**

Comments/ ways to improve:

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## Scoring Criteria

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# WASC State Competition Program

## Speech Description and Scoring Guidelines

### Description

All students will receive three prompts prior to the conference. Students will select ONE of the prompts and they will prepare a speech for that prompt. Students will give their speech in a 3 to 5 minute time limit. The judge will then score based on requirements and the provided scoring guide on how well the student presented their information.

### Event Overview:

1. Each school is NOT limited to one entry
2. The speech must last a minimum of three minutes but cannot go on for longer than five minutes
3. The speech may be presented from memory or with the assistance of a note card.
4. Notes are limited to both sides of a 4"x 6" note card. Nothing larger will be allowed.
5. Prompts will be provided before the conference.

### Prompts:

1. How has the WASC helped you Lead, On in your school or community?
2. How can you use your WASC leadership skills to Lead on, WISCONSIN in your future?
3. Great leaders have creative solutions. In what ways has your council used creativity to make council fun and exciting?
4. Candy canes have bands that twist together to make a great delicious treat. How do you promote team building and teamwork in your council to be the best that you can be?

### Speech Requirements:

Speech must include:

- A main idea that not only grabs the attention of the judge, but also is strongly related to the given prompt.
- Two to three points that all relate to the prompt and the main idea. The main points flow from one to another smoothly and show connections to each other.
- A summary of the main points expressed in the speech previously in a detailed, yet efficient manor. Mentions and ties up ideas relating to the prompt and their council.

Speech must:

- Clearly and specifically address the prompt
- Be professional, demonstrating:
  - Strong verbal delivered with excellent articulation, voice pacing and pitch, articulation, and pronunciation appropriate for the topic
  - strong non-verbal delivery with excellent eye contact, posture, and gestures appropriate for the topic
  - Confidence and poise
- Demonstrate a creative, unique or poignant interpretation of the prompt addressing one or more of the competitions core values

# Speech Scoring Sheet

School: \_\_\_\_\_

Organization	Below	Approaches	Meets	Exceeds	Score
Introduction	1	2	3	4	
Body	1	2	3	4	
Conclusion	1	2	3	4	

Presentation	Below	Approaches	Meets	Exceeds	Score
Addresses the Prompt	1	2	3	4	
Verbal Delivery	1	2	3	4	
Non-Verbal Delivery	1	2	3	4	
Confidence and Poise	1	2	3	4	
Creativity/Core Values	1	2	3	4	

<b>Total Score (30)</b>	
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**Ratings (circle one): Gold (25-30), Silver (20-24), Bronze (19 and below)**

Comments/ ways to improve:

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## Scoring Criteria

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“Meets Expectations” means that, in the judge’s opinion, the project meets all the requirements clearly and completely, but lacks depth and detail. It may also contain some minor errors or omissions, which do not detract substantial from the overall product.

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# WASC State Competition Program

## T-shirt Design Description and Scoring Guidelines

### **Description:**

Each year members of your council go above and beyond to create new and creative ways to promote and celebrate events, and show off your school and council pride. This competition is an opportunity to celebrate your creativity and design skills. Submissions should be original work by a member of your council. Schools may receive awards in both the graphic design and t-shirt design category even though they utilize the same requirements and scoring.

### **Event Overview:**

1. Submissions must be the original work of the student
2. Designs must have been utilized over the course of the last year (April - April)
3. Designs should be creative and/or unique

### **Project Requirements:**

#### Design

- The product is an original work
- The product is exceptionally attractive in terms of design, layout, neatness, unity and consistency.
- The product reflects an exceptional degree of student creativity/ originality.
- The product effectively accomplishes its purpose (as described in the description)

#### Description/Reflection

- In-depth description of the process and the goals for the design
  - Why did you make the shirt?
  - Did the shirt help the success of an event?
  - Why was this design selected?
  - When/How is the shirt utilized?

# T-shirt Design Scoring Sheet

School: \_\_\_\_\_

Organization	Below	Approaches	Meets	Exceeds	Score
Original	1	2	3	4	
Attractive	1	2	3	4	
Creative	1	2	3	4	

Description/Reflect	Below	Approaches	Meets	Exceeds	Score
Goals and Process	1	2	3	4	

<b>Total Score (16)</b>	
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**Ratings (circle one): Gold (14-16), Silver (11-13), Bronze (10 and below)**

Comments/ ways to improve:

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## Scoring Criteria

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# WASC State Competition Program

## Writing Description and Scoring Guidelines

School: \_\_\_\_\_

### Description

The students will be given three prompts to prepare a response for prior to the competition. One of which will be given to them on the competition day. All students will be given the prompt and allowed 60 minutes in order to provide a neatly handwritten response. Each school is NOT limited to one entry.

### Prompts

1. Wisconsin is home and WASC is like a family. How do you build these 'home' and 'family' relationships within your council?
2. Lead on, WASC Wisconsin is a vision for how we can continue to move forward. What plans do you have for your council and leadership roles in the future and how do you plan to achieve those goals?
3. Wisconsin is the cheese capital of the USA! What type of cheese best describes your leadership styles and why?

### Writing Requirements

Writing must include

- A main idea that not only grabs the attention of the judge, but also is strongly related to the given prompt.
- 3-4 supporting points that all relate to the prompt and their main idea. The main points flow from one to another smoothly and show connections to each other.
- Summarizes points expressed in the essay previously in a detailed, yet efficient manor. Mentions and ties up ideas relating to the prompt and their council.

Writing must

- Clearly and specifically address the prompt
- Be professional, demonstrating:
  - High quality writing that is free of major grammatical, spelling or mechanical errors
  - Strong *voice* that is appropriate to the audience and the prompt
  - Strong fluency and cohesion
- Demonstrate a creative, unique or poignant interpretation of the prompt addressing one or more of the competitions core values

## Writing Scoring Sheet

Organization	Below	Approaches	Meets	Exceeds	Score
Introduction	1	2	3	4	
Body	1	2	3	4	
Conclusion	1	2	3	4	

Presentation	Below	Approaches	Meets	Exceeds	Score
Addresses the Prompt	1	2	3	4	
Conventions	1	2	3	4	
Voice	1	2	3	4	
Fluency	1	2	3	4	
Creativity/Core Values	1	2	3	4	

<b>Total Score (30)</b>	
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**Ratings (circle one): Gold (25-30), Silver (20-24), Bronze (19 and below)**

Comments/ ways to improve:

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### Scoring Criteria

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# **WASC State Competition Program**

## **Standards of Excellence Description and Scoring Guidelines**

### **Description:**

The Standards of Excellence in your opportunity to demonstrate the high standards of your council. These high standards are demonstrated by the professionalism of your council as demonstrated by your constitution, agenda planning and budgeting, as well as your participation in the WASC, your schools and your local community.

### **Event Overview:**

1. Each school may enter only one Standards of Excellence
2. All material must be in the order listed below
3. Different criteria must be separated by divided pages
4. A table of contents must be included at the beginning
5. All pages must be numbered

### **Project Requirements:**

Standards must include:

- All of the following activities organized in this order\*
  - List of council members and officers
  - Regular council meeting agenda with dates
  - Projects/activities (April 2019 - April 2020)
  - Participation (up to five)
    - Regional Business Meeting
    - WASC JAM State Conference
    - WASC State Competitions
    - WASC Leadership Camp
    - Fall Leadership Institute
    - Local Leadership Workshop/Conference
    - WASC Fall Tour
    - WASC Camp Reunion
    - IGNITE Summit
    - WASC State Delegation Assembly
  - Divided sheets
  - Table of contents and numbered pages
- State Project/Significant Local Project
- Student Council Article submitted to the state office
- Local News Article
- Copy of Budget
- Copy of Constitution, Bylaws and Amendments
- Evaluations
  - 10% of School Population
  - 75% of Council
  - 10% of Teachers
  - Written Evaluation by Advisor
  - Written Evaluation by Principal

Standards must be :

- Professional and demonstrates significant effort (needness and organization).
- Meets all the requirements

# Standards of Excellence Scoring Sheet

School: \_\_\_\_\_

Organization	Below	Approaches	Meets	Exceeds	Score
Fulfills all the requirements	1	2	3	4	

Participation and Documentation (see below for special criteria)	Below	Approaches	Meets	Exceeds	Score
Descriptions	0-8	9-11	12-14	15-18	

Professionalism	Below	Approaches	Meets	Exceeds	Score
Product Quality	1	2	3	4	

<b>Total Score (26)</b>	
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**Ratings (circle one): Gold (22-26), Silver (18-21), Bronze (17 and below)**

Comments/ ways to improve:

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## Scoring Criteria

“Exceeds Expectations” means that, in the judge’s opinion, the project fulfills all the requirements clearly and completely with great depth and detail - nothing more could be expected.

“Meets Expectations” means that, in the judge’s opinion, the project meets all the requirements clearly and completely, but lacks depth and detail. It may also contain some minor errors or omissions, which do not detract substantial from the overall product.

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“Below Expectations” means that, in the judge’s opinion, the project fails to meet a significant number of requirements and/or there are significant errors or omissions, that significantly detract from the overall product.

## Special Scoring Criteria for Participation and Documentation

For the purposes of this submission, and this submission only, you will use the following scoring criteria for the section in the middle of the scoring sheet label 'Participation and Documentation'.

Each document that is presented in the binder, regardless of quality, will be considered one point (a maximum of five points can be awarded for 'Participation'). Use the point total to assign a score on the scoring sheet. Below is the list for your review:

- List of council members and officers
- Regular council meeting agenda with dates
- Projects/activities (April 2019 - April 2020)
- Participation (maximum of five points)
  - Regional Business Meeting
  - WASC JAM State Conference
  - WASC State Competitions
  - WASC Leadership Camp
  - Fall Leadership Institute
  - Local Leadership Workshop/Conference
  - WASC Fall Tour
  - WASC Camp Reunion
  - IGNITE Summit
  - WASC State Delegation Assembly
- State Project/Significant Local Project
- Student Council Article from State Conference
- Local News Article
- Copy of Budget
- Copy of Constitution, Bylaws and Amendments
- Evaluations of 10% of School Population
- Evaluations of 75% of Council
- Evaluations of 10% of Teachers
- Written Evaluation by Advisor
- Written Evaluation by Principal