DECA
AT THE BELL
CHALLENGE

Powered by **Business U**

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 and produce 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, storyboarding, and producing videos. **Each DECA chapter may submit up to two (2) entries.**

Entries

- Teams will consist of 2-4 registered DECA members. Each video must include at least two hosts.
- The topic/theme of the 2024 Challenge is **Customer Service.** The episode must align with the DECA Performance Indicators in the Guidelines below.
- The script submission:
  - **PDF format** only
  - Include work cited
- The video submission:
  - **No more than 3:30 minutes** in length
  - **.mp4** format only
  - Must include a **role-play prompt** that relates to the topic of the video.
  - Include the school and team member names within the video's credits.

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Entries (continued)

- Entries must be submitted between **September 1st and 11:59 p.m. EST on November 1st.** (All entries outside of this date range will be disqualified.)
- How to Submit -
  - Submission Form
  - A special DECA at the Bell Challenge course has been added to the BusinessU platform to assist advisors/students in understanding the standards and performance indicators. **ONLY ADVISORS** can reach out to support@businessu.org for access to the course.

Guidelines

- DECA members will write and produce an episode of DECA at the Bell.
- The topic must be relevant and appropriate for high school students.
- The topic/theme of the 2024 Challenge is **Customer Service.** The video and script must focus on a current event or case study that aligns to, helps explain, and gives real-world context to the topic.
- The episode must include an original role-play prompt **explaining the relationship between customer service and channel management.** After the role-play prompt is given, make sure to include the performance indicators in the script.
- All content must follow copyright and fair use laws, including proper citations.
- Teams may use outside resources to research and develop the content, but they must be attributed and cited appropriately.
- All team members must participate in writing and producing 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, set design, 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. www.businessu.org/deca-at-the-bell/
- The submissions must demonstrate high-quality script writing, video talent performance, and creative video editing.
- Teams may not edit submissions after the official entry deadline.

Guidelines (continued)

- Students, not advisors, must create the video. Advisors may serve as consultants.
- Advisors must ensure the videos are well-written, well-edited, and meet submission requirements.
- Participants may record their video using any available resources (smartphone, camera, etc.). Similarly, they may edit using whatever resources are available to them (Instagram Reels, iMovie, Adobe, etc.).
- If BusinessU determines the video or graphic assets need revision or re-filming before sharing the episode with DECA members, the submitting team is responsible for that.
- Challenge winners will need permission from their parents/caregivers/legal guardians for BusinessU to release the video for DECA member viewing.

Awards

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

Recognition at ICDC*

DECA Award

Scholarship money - $2,000/1st place team

*Winning teams must meet DECA Inc.'s eligibility requirements to attend ICDC and be recognized on stage. However, they do not have to attend ICDC to receive their awards.

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Challenge Rubric

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
Script Content					
Topic/Theme chosen is relevant, engaging, 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	
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	
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 includes 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 video's body/credits.	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	