

**BUSINESS OPERATIONS RESEARCH EVENTS**  
EVALUATION FORM

|                      |  | Exceeds Expectations   | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|----------------------|--|--|--------------------|--------------------|-----------------|--------------|
| <b>PRESENTATION</b>  | 1.   | Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation   | 10-9               | 8-7                | 6-5-4           | 3-0          |
|                      | 2.   | Describe methods used to design research study?  | 6                  | 5-4                | 3-2             | 1-0          |
|                      | 3.   | Interpret research data into information for decision-making?  | 6                  | 5-4                | 3-2             | 1-0          |
|                      | 4.   | Describe strategies and approaches for leading change? <b>(max 6)</b><br>Describe the nature of budgets? <b>(max 6)</b>  | 12                 | 11-7               | 6-4             | 3-0          |
|                      | 5.   | Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all  | 6                  | 5-4                | 3-2             | 1-0          |
|                      | Presentation Total Points (maximum 40)                                 |  |                    |                    |                 |              |
| <b>WRITTEN ENTRY</b> |  | <b>Executive Summary and Introduction</b>  |                    |                    |                 |              |
|                      | 6.   | <ul style="list-style-type: none"> <li>▪ 1-3 page description of the project including <b>(max 5)</b></li> <li>▪ Description of the business or organization <b>(max 3)</b></li> <li>▪ Description of the community (economic, geographic, demographic and socioeconomic factors) <b>(max 3)</b></li> <li>▪ Overview of business or organizations mission, target market and existing branding efforts <b>(max 3)</b></li> </ul> | 14-12              | 11-9               | 8-5             | 4-0          |
|                      |  | <b>Research Methods Used in the Study</b>  |                    |                    |                 |              |
|                      | 7.   | Description and rationale of research methodologies selected to conduct the research study   | 6                  | 5-4                | 3-2             | 1-0          |
|                      | 8.   | Process of conducting the selected research method(s)  | 6                  | 5-4                | 3-2             | 1-0          |
|                      |  | <b>Findings and Conclusions of the Study</b>   |                    |                    |                 |              |
|                      | 9.   | Findings of the research study   | 4                  | 3                  | 2               | 1-0          |
|                      | 10.  | Conclusions based on the findings  | 4                  | 3                  | 2               | 1-0          |
|                      |  | <b>Proposed Strategic Plan</b>   |                    |                    |                 |              |
|                      | 11.  | Objectives and rationale of proposed strategic plan  | 6                  | 5-4                | 3-2             | 1-0          |
|                      | 12.  | Proposed activities and timelines  | 6                  | 5-4                | 3-2             | 1-0          |
|                      | 13.  | Proposed metrics or key PI to measure effectiveness  | 6                  | 5-4                | 3-2             | 1-0          |
|                      |  | <b>Proposed Budget</b>   |                    |                    |                 |              |
|                      | 14.  | Costs associated with proposed strategies  | 4                  | 3                  | 2               | 1-0          |
|                      |  | <b>Appearance and Word Usage</b>   |                    |                    |                 |              |
| 15.                  | Professional layout, neatness, proper grammar, spelling and word usage | 4  | 3                  | 2                  | 1-0             |              |
|                      | Written Entry Total Points (maximum 60)                                |  |                    |                    |                 |              |
|                      | <b>Total Score</b>   |  |                    |                    |                 |              |