






















COMPANY/SCHOOL NAME:

Employability and ROV-specific knowledge and skills	MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS					POINTS	
 Communication	COMPANY NAME AND SECTION HEADERS Criteria: <i>Please include all of the main parts for full points.</i> <ul style="list-style-type: none"> Poster Header: (The ONLY personalized heading) Location: (Put this DIRECTLY below your company name) Required Headers*: 1) Abstract, 2) Company Information, 3) Design Rationale, 4) Theme, 5) Company Evaluation 6) Acknowledgments 	Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.						
	Is missing MORE than one of the criteria: company name, location and/or any required headers	Is missing ONE of the criteria: company name, location, and/or any required headers	Includes ALL criteria: company name, location, and ALL required headers				SECTION TOTAL (2 points)	
 Entrepreneurship	OVERALL VISUAL PRESENTATION Criteria: <ul style="list-style-type: none"> Aesthetically pleasing Logical progression & easy to follow Same font throughout, clear & easy to read from 1.5 m Header font consistent in size Section font consistent in size 	0 Satisfies NONE of the criteria	1 Satisfies 1 out of the 5 criteria	2 Satisfies 2 out of the 5 criteria	3 Satisfies 3 out of the 5 criteria	4 Satisfies 4 out of the 5 criteria	5 Satisfies ALL 5 criteria	
	Are the measurements in metric units? Is the poster bigger than 36 in x 48 in?	-1 point (Except the PVC fittings which are acceptable in inches / imperial units) -5 points and my team can't win best marketing display award					SECTION TOTAL (5 points)	
	GRAMMAR AND SPELLING Criteria: Overall quality of the written work including spelling and conventions. <ul style="list-style-type: none"> Writes clearly and concisely using correct grammar, spelling, syntax, and sentence structure 	0 There are too many errors and it is very hard to read	1 There are many errors that make it hard to read	2 There are some errors that make it a little hard to read	3 There are a few errors, but it is still easy to read	4 There are a few small errors, but it is easy to read	5 There are no errors and it is easy to read	
 Entrepreneurship	PHOTO CAPTIONS AND CREDIT Criteria - Effectively uses images, diagrams, and data to communicate designs and processes: <ul style="list-style-type: none"> Caption explaining the graphic and/or labelled features of the ROV Credit given to the photographer Source of image cited (program, website, etc.) Good quality image 	0 No photos, diagrams or drawings included.	1 Images but are low quality and have no caption, photo credit, or source	2 Images are good quality, and MOST have captions and credit the photographer or source	3 Images are good quality, and have captions and labels and credit the photographer or source	4 Images are high quality, and have detailed captions and labels and credit the photographer or source		SECTION TOTAL (4 points)
	*ABSTRACT- Criteria - in no more than 150 words, write a summary that: <ul style="list-style-type: none"> Introduces your company Clearly explains how your company designed and built specialized tools for your ROV Describes how those tools help your ROV to complete the specific product demonstrations Connects the competition tasks to the real world 	0 Abstract is not included	1 Abstract is included, but it is incomplete	2 Abstract is within the word limit and includes a vague or general description of how the company met most of the criteria.	3 Abstract is within the word limit, includes a vague or general description of how the company met all 4 criteria	4 Abstract is within the word limit, provides a clear, strong description of how the company met most of the criteria.	5 Abstract is within the word limit, provides a clear, strong & complete description of how the company met all 4 criteria	
 Intellectual Development	NOTE: Entries exceeding 150 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.							SECTION TOTAL (5 points)
	*COMPANY INFORMATION Criteria: <ul style="list-style-type: none"> Photo(s) of all the members (group or individual) Name(s) of all members Job titles or roles of all members (CEO, CFO, etc.) Qualifications for each (may include: grade, career goal, major, etc.) 	0 None of the criteria are met	1 Satisfies 1 out of the 4 criteria	2 Satisfies 2 out of the 4 criteria	3 Satisfies 3 out of the 4 criteria	4 Satisfies all the criteria		SECTION TOTAL (4 points)
 Teamwork/Collaboration	*THEME: The written response: <ul style="list-style-type: none"> Describes how ROVs can be used to address global problems reflected in the theme. Addresses the UN Sustainable Development Goals and ESG (environmental, social or governance) factors that are directly connected to the theme. Information synthesized but not plagiarized. 	0 The theme is not addressed	1 A vague or unoriginal description of how ROVs are used to address some but not all of the global problems	2 A general description of how ROVs are used to address some but not all of the global problems	3 A detailed description of how ROVs are used to address each of the global problems	4 An original and detailed description of how ROVs are used to address each of the global problems		SECTION TOTAL (7 points)
	•Appropriately cite your references/sources	0 No sources cited	1 Some sources cited	2 Sources cited with a consistent format				SECTION TOTAL (7 points)
 Ethical Conduct	•Photos, diagrams, or sketches	0 Photos NOT related to the use of ROVs & connected to the theme.		1 Includes photos related to the use of ROVs and connected to the theme.				SECTION TOTAL (7 points)

 Vehicle Design, Autonomy, Propulsion  Control, Electrical  Safety  Sensors, Payload, Tools  Technology and Society  Communication	*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display. Rationale should present:								SECTION TOTAL (11 points)							
	<ul style="list-style-type: none"> Identify the specific features of the ROV & outline the vehicle's safety Companies clearly explain the benefits of these design features. The benefits of the design features should connect to the real life tasks the product demonstrations 	0 No parts, tools, or safety features are identified, no justification is provided, no connection to the product demo	1 Parts, tools, and safety features are identified, but no justification is provided and no connection to the product demo	2 Parts, tools, and safety features are identified and an attempt was made to justify the design choices, but no connection to the product demo	3 Parts, tools, and safety features are identified and the design choices are somewhat justified, but lacking or weak connection to the product demo	4 Parts, tools, and safety features are identified and the design choices are justified, but weak connection to the product demo	5 Parts, tools, and safety features are clearly identified, and the design choices are well-justified and connected to the product demo	6 Parts, tools, and safety features are clearly identified, the design choices are well-justified and clearly and convincingly connected to the product demo								
	Criteria -Vocabulary and Phrasing : <ul style="list-style-type: none"> Demonstrates the ability to communicate the engineering process and vehicle design to a wide audience. 	0 Overly technical, or difficult to follow by a non-technical audience	1 In general, understandable to a non-technical audience	2 Mostly understandable to a non-technical audience	3 Completely understandable to a non-technical audience											
	Photos, diagrams, or sketches of the ROV's key design features	0 None included	1 Included but difficult to interpret or require technical knowledge to understand	2 Included and understandable to a non-technical audience												
	*COMPANY EVALUATION: NEW- Please refer to the manual OVERVIEW: From Technical to Teamwork, Problem-Solving, Creativity, and Critical Thinking: MATE Develops Skills for Success in the Workforce															
	Successful MATE companies not only strive to develop innovative technologies that fulfill the REQUEST FOR PROPOSALS (RFP) but they are also self-reflective and evaluate their business practices as part of a continuous cycle of improvement. This year MATE asks teams to: <ul style="list-style-type: none"> Identify <u>three</u> employability skillsets from the ORANGE ICONS BELOW Reflect and Share a growth opportunity your company experienced in each identified area. Explain how this led to your company's growth and development of each identified employability skillset. WORD LIMIT -The company's entire evaluation should <u>not exceed</u> 500 words. 	0 The company did not identify any employability skillsets OR responses provided no evidence of reflection or growth	1 The company identified employability skillsets, but responses provides little evidence of reflection and growth through a shared experience.	2 The company identified employability skillsets but the responses provides some evidence of reflection and growth through these shared experiences.	3 The company identified three employability skillsets and the responses provides adequate evidence of reflection and growth through these shared experiences.	4 The company identified three employability skillsets. All responses illustrate ample reflection and growth through these shared experiences.	5 The company identified three employability skillsets. All responses demonstrate deep reflection and growth through these shared experiences.									
	 Communication  Creativity  Entrepreneurship  Autonomy  Obstacle  Intellectual Development  Critical Thinking Problem Solving  Content Knowledge  Teamwork/ Collaboration															
	*ACKNOWLEDGMENTS The company: <ul style="list-style-type: none"> Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support 									0 Does not include acknowledgments	1 Includes acknowledgments but does not recognize MATE II	2 Includes acknowledgments and recognizes MATE II				
	TOTAL MARKETING DISPLAY SCORE =							Out of 50 points		0						
	Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Display) Evidence of the following activities or marketing strategies: <ul style="list-style-type: none"> Mission statement and/or tag line Photo journals, pamphlets or "other" marketing strategies Company spec sheet and/or safety manual Community service and/or mentoring outreach 									0 NO effort made	1 Evidence of 1 of 4 options	2 Evidence of 2 of 4 options	3 Evidence of 3 of 4 options	4 Evidence of 4 of 4 options	5 Exceptional Marketing Display with evidence of 4 of 4 options	
							Discretionary Points Earned (5 points max)									