
























TEAM #:

MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET - RANGER

JUDGE: \_\_\_\_\_

COMPANY/SCHOOL NAME:

Employability and ROV-specific knowledge and skills	MARKETING POSTER COMPONENT		SCORING CRITERIA and EXPLANATIONS				POINTS	
	<b>COMPANY NAME AND SECTION HEADERS</b>		<i>Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.</i>					
	<b>Criteria: Please include all of the main parts for full points.</b> • Poster Header: (The ONLY personalized heading) • Location: (Put this DIRECTLY below your company name) • Required Headers*: <b>1) Abstract, 2) Company Information, 3) Design Rationale, 4) Theme, 5) Company Evaluation 6) Acknowledgments</b>		0 Is missing MORE than one of the criteria: company name, location and/or any required headers	1 Is missing ONE of the criteria: company name, location, and/or any required headers	2 Includes ALL criteria: company name, location, and ALL required headers		SECTION TOTAL (2 points)	
	<b>OVERALL VISUAL PRESENTATION</b>							
	<b>Criteria:</b> • 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)	
<b>GRAMMAR AND SPELLING</b>								
	<b>Criteria: Overall quality of the written work including spelling and conventions.</b> • 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
	<b>PHOTO CAPTIONS AND CREDIT</b>							
	<b>Criteria - Effectively uses images, diagrams, and data to communicate designs and processes:</b> • 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)
	<b>*ABSTRACT-</b>							
	<b>Criteria - in no more than 150 words, write a summary that:</b> • 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
	NOTE: Entries exceeding 150 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.		SECTION TOTAL (5 points)					
<b>*COMPANY INFORMATION</b>								
	<b>Criteria:</b> • 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)
	<b>*THEME:</b>							
	<b>The written response:</b> • 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	
	• Appropriately cite your references/sources		0 No sources cited	1 Some sources cited	2 Sources cited with a consistent format			
	• 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)

     	<b>*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.</b>									
	<b>Rationale should present:</b> <ul style="list-style-type: none"> <li>Identify the specific features of the ROV &amp; outline the vehicle's safety</li> <li>Companies clearly explain the benefits of these design features.</li> <li>The benefits of the design features should connect to the real life tasks the product demonstrations replicate.</li> </ul>	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		
	<b>Criteria -Vocabulary and Phrasing :</b> <ul style="list-style-type: none"> <li>Demonstrates the ability to communicate the engineering process and vehicle design to a wide audience.</li> </ul>	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					
<b>*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</b>										
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. <b>This year MATE asks teams to:</b> <ul style="list-style-type: none"> <li>Identify <b>three</b> employability skillsets from the ORANGE ICONS BELOW</li> <li><b>Reflect and Share</b> a growth opportunity your company experienced in each identified area.</li> <li><b>Explain</b> how this led to your company's growth and development of each identified employability skillset.</li> <li><b>WORD LIMIT</b> -The company's entire evaluation should <b>not exceed</b> 500 words.</li> </ul>		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.			
        										
<b>NOTE: Entries exceeding 500 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.</b>										
<b>*ACKNOWLEDGMENTS</b>										
<b>The company:</b> <ul style="list-style-type: none"> <li>Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support</li> </ul>		0 Does not include acknowledgments	1 Includes acknowledgments but does not recognize MATE II		2 Includes acknowledgments and recognizes MATE II					
<b>TOTAL MARKETING DISPLAY SCORE =</b>							<b>Out of 50 points</b>		<b>0</b>	
<b>Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Display)</b>										
<b>Evidence of the following activities or marketing strategies:</b> <ul style="list-style-type: none"> <li>Mission statement and/or tag line</li> <li>Photo journals, pamphlets or "other" marketing strategies</li> <li>Company spec sheet and/or safety manual</li> <li>Community service and/or mentoring outreach</li> </ul>		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			
								<b>Discretionary Points Earned (5 points max)</b>		