POINTS

SECTION TOTAL (2 points)

SECTION TOTAL (5 points)

SECTION TOTAL (5 points)

SECTION TOTAL (4 points)

SECTION TOTAL (5 points)

SECTION TOTAL (4 points)

SECTION TOTAL (7 points)

COMPANY/SCHOOL NAME:

Employability MARKETING POSTER COMPONENT SCORING CRITERIA and EXPLANATIONS and ROV-COMPANY NAME AND SECTION HEADERS Marketing Displays NOT set up prior to the start of judging will have 5 points deducted. specific knowledge Criteria: Please include all of the main parts for full points. 2 and skills Poster Header: (The ONLY personalized heading) Is missing MORE than one of the criteria: Is missing ONE of the criteria: Includes ALL criteria: company name, location, and ALL • Location: (Put this DIRECTLY below your company name) company name, location and/or any required company name, location, and/or any required headers required headers • Required Headers*: 1) Abstract, 2) Company Information, 3) headers Design Rationale, 4) Theme, 5) Company Evaluation 6) Acknowledgments OVERALL VISUAL PRESENTATION Criteria: 0 1 · Aesthetically pleasing Satisfies Satisfies Satisfies Satisfies Satisfies Satisfies · Logical progression & easy to follow 3 out of the 5 NONE of the 1 out of the 2 out of the 5 4 out of the 5 AII • Same font throughout, clear & easy to read from 1.5 m criteria 5 criteria criteria criteria criteria 5 criteria • Header font consistent in size · Section font consistent in size Are the measurements in metric units? -1 point (Except the PVC fittings which are acceptable in inches / imperial units) Is the poster bigger than 36 in x 48 in? -5 points and my team can't win best marketing display award GRAMMAR AND SPELLING Criteria: Overall quality of the written work including spelling and There are too many There are many errors There are some errors that There are a few errors, but There are a few small errors, There are no errors and it is that make it hard to make it a little hard to read it is still easy to read errors and it is very but it is easy to read easy to read ·Writes clearly and concisely using correct grammar, spelling, hard to read read syntax, and sentence structure PHOTO CAPTIONS AND CREDIT Criteria - Effectively uses images, diagrams, and data to communicate designs and processes Images but are low quality mages are good quality, and Images are high quality, and No photos, diagrams or Images are good quality, · Caption explaining the graphic and/or labelled features of the ROV drawings included. and have no caption, photo and MOST have captions have captions and labels and have detailed captions and credit, or source and credit the credit the photographer or labels and credit the · Credit given to the photographer photographer or source photographer or source · Source of image cited (program, website, etc.) · Good quality image *ABSTRACT-Criteria - in no more than 150 words, write a summary that: 0 Abstract is within the word Abstract is within the word Abstract is within the word •Introduces your company Abstract is within the word Abstract is not Abstract is included, but limit and includes a vague limit, includes a vague or limit, provides a clear, strong limit, provides a clear, strong ·Clearly explains how your company designed and built included it is incomplete or general description of general description of how description of how the & complete description of specialized tools for your ROV how the company met the company met all 4 company met most of the how the company met all 4 •Describes how those tools help your ROV to complete the most of the criteria. criteria criteria. criteria specific product demonstrations . Connects the competition tasks to the real world NOTE: Entries exceding 150 WORD LIMIT will have ONE point deducted from the SECTION TOTAL. COMPANY INFORMATION Criteria: n • Photo(s) of all the members (group or individual) None of the criteria are Satisfies 1 out of Satisfies 2 out of Satisfies 3 out of Satisfies all the criteria Name(s) of all members met the 4 criteria the 4 criteria the 4 criteria •Job titles or roles of all members (CEO, CFO, etc.)

The theme is not

Photos NOT related to the use of ROVs & connected to the theme.



•Qualifications for each (may include: grade, career goal, major, etc.)

•Describes how ROVs can be used to address global problems reflected in the theme.



*THEME: The written response:

·Photos, diagrams, or sketches





 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. 		addressed	description of how ROVs are used to address some but not all of the global problems	how ROVs are used to address some but not all of the global problems		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	
	•			1		

A vague or unoriginal

A general description of

A detailed description of

Includes photos related to the use of ROVs and connected to the theme.

An original and detailed

(Andrews)	*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.										
	Rationale should present:	0	1	2	3	4	5	6			
Vende Design Biogency, Propusion	 Identify the specific features of the 	No parts, tools, or	Parts, tools, and	Parts, tools, and safety	Parts, tools, and safety	Parts, tools, and safety	Parts, tools, and safety	Parts, tools, and safety			
O	ROV & outline the vehicle's safety	safety features are	safety features are	features are identified	features are identified and	features are identified and	features are clearly	features are clearly			
	 Companies clearly explain the benefits 	identified, no	identified, but no	and an attempt was	the design choices are	the design choices are	identified, and the design	identified, the design			
Conno/Fection	of these design features.	justification is provided, no	justification is provided and no	made to justify the	somewhat justified, but lacking or weak connection	justified, but weak connection to the product	choices are well-justified and connected to the	choices are well-justified and clearly and convincingly			
(4)	•The benefits of the design features	connection to the	connection to the	design choices, but no connection to the	to the product demo	demo	product demo	connected to the product			
	should connect to the real life tasks the product demonstrations replicate.	product demo	product demo	product demo	to the product demo	ucino	product demo	demo			
Sufety	product demonstrations replicate.	,		,							
(((a)))		0	1		2		3				
(((0)))	Criteria - Vocabulary and Phrasing:	Overly technical, or	In general, understandable to a non-technical		Mostly understandable to a non-technical audience		Completely understandable to a non-technical audience				
Sensors, Poyload, Taols	Demonstrates the ability to communicate difficult to follow by a		audience		Wostly understandable to a non-technical addictice		completely understandable to a non-teaminal addience				
1/2	the engineering process and vehicle design to	non-technical audience			!						
<u>//</u>	a wide audience.										
Technology and Society			0		1		2				
_	Photos, diagrams, or sketches of the ROV's		None included		Included but difficult to interpret or require technical		Included and understandable to a non-technical audience				
	key design features				knowledge to	o understand					
Communication								SECTION TOTAL (11 points)			
	*COMPANY EVALUATION: NEW- Please refer	to the manual OVERVIE	W: From Technical to	Teamwork, Problem-Solv	ing, Creativity, and Critical Th	ninking: MATE Develops Skil	ls for Success in the Workford	e			
	Successful MATE companies not only strive to	develop innovative	0	1	2	3	4	5			
	technologies that fulfill the REQUEST FOR PRO	POSALS (RFP) but they									
	are are also self-reflective and evaluate their b	usiness practices as part	The company did	The company identified	The company identified	The company identified	The company identified	The company identified			
	of a continuous cycle of improvement.		not identify any	employability skillsets,	employability skillsets but	three employability	three employability skillsets.	three employability skillsets.			
	This year MATE asks teams to:		employability skillsets OR	but responses provides little evidence of	the responses provides some evidence of reflection	skillsets and the responses provides adequate	All responses illustrate ample reflection and	All responses demonstrate deep reflection and growth			
	•Identify three employability skillsets from the		responses provided	reflection and growth	and growth through these	evidence of reflection and	growth through these	through these shared			
	 Reflect and Share a growth opportunity your experienced in each identified area. 	company	no evidence of	through a shared	shared experiences.	growth through these	shared experiences.	experiences.			
	•Explain how this led to your company's growt	th and development	reflection or growth	experience.	·	shared experiences.	·				
	of each identified employability skillset.										
	•WORD LIMIT -The company's entire evaluation	on should <u>not exceed</u>									
	500 words.										
									SECTION TOTAL (5 points)		
	Communication Creativity Entrepreneurship Autonomy Obstacles Intellectual Development	NOTE: Entries exceding 500 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.									
	*ACKNOWLEDGMENTS	NOWLEDGMENTS									
	The company:			0	:	='		2			
	•Identifies companies, organizations, and/or individuals who		Does not include acknowledgments		Includes acknowledgments but does not recognize		Includes acknowledgments and recognizes MATE II				
	provide financial, logistic, and/or moral s	support			MA	TE II			SECTION TOTAL (2 points)		
	TOTAL MARKETING DISPLAY SC	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 marketin		0	1	2	3	4	5			
新	Mission statement and/or tag line		NO effort made	Evidence of 1 of 4	Evidence of 2 of 4 options	Evidence of 3 of 4 options	Evidence of 4 of 4 options	Exceptional Marketing			
Entrepreneuratio	•Photo journals, pamphlets or "other" n	narketing strategies		options	·			Display with evidence of 4 of			
	Company spec sheet and/or safety mar							4 options			
	 Community service and/or mentoring of 								Discretionary Points Earned		
Creatibity									(5 points max)		