TEAM #:

COMPANY/SCHOOL NAME:

JUDGE:_____

Employability and ROV-specific knowledge and skills	MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
	COMPANY NAME AND SECTION HEADERS	*Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.*						
Communication / Entrepreneurship	Criteria: *Please include all of the main parts for full points.* • 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**	**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)**
	OVERALL VISUAL PRESENTATION							
	Criteria: • 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?	**-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**						**SECTION TOTAL (5 points)**
	GRAMMAR AND SPELLING							
	Criteria: Overall quality of the written work including spelling and conventions. •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	**SECTION TOTAL (5 points)**
	PHOTO CAPTIONS AND CREDIT							
	Criteria - Effectively uses images, diagrams, and data to communicate designs and processes: • 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)**
Entrepreneurship / Intellectual Development / Sensors, Payload, Tools / Technology and Society / Teamwork/ Collaboration	***ABSTRACT-**							
	Criteria - in no more than 150 words, write a summary that: •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)**
	*COMPANY INFORMATION							
	Criteria: •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)**
Disciplinary Knowledge / Technology and Society / Ethical Conduct	***THEME:**							
	The written response: •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 points)**

*DESIGN RATIONALE: *NOTE: This should be the bulk of the Poster Display.*

Rationale should present:	0	1	2	3	4	5	6	
•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 replicate.	No parts, tools, or safety features are identified, no justification is provided, no connection to the product demo	Parts, tools, and safety features are identified, but no justification is provided and no connection to the product demo	Parts, tools, and safety features are identified and an attempt was made to justify the design choices, but no connection to the product demo	Parts, tools, and safety features are identified and the design choices are somewhat justified, but lacking or weak connection to the product demo	Parts, tools, and safety features are identified and the design choices are justified, but weak connection to the product demo	Parts, tools, and safety features are clearly identified, and the design choices are well-justified and connected to the product demo	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 :	0	1		2		3		
•Demonstrates the ability to communicate the engineering process and vehicle design to a wide audience.	Overly technical, or difficult to follow by a non-technical audience	In general, understandable to a non-technical audience		Mostly understandable to a non-technical audience		Completely understandable to a non-technical audience		

Photos, diagrams, or sketches of the ROV's key design features	0		1		2			
	None included		Included but difficult to interpret or require technical knowledge to understand		Included and understandable to a non-technical audience			**SECTION TOTAL (11 points)**

*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

	0	1	2	3	4	5	
Successful MATE companies not only strive to develop innovative technologies that fulfill the REQUEST FOR PROPOSALS (RFP) but they are are also self-reflective and evaluate their business practices as part of a continuous cycle of improvement. This year MATE asks teams to: •**Identify** three 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 not exceed 500 words.	The company did not identify any employability skillsets OR responses provided no evidence of reflection or growth	The company identified employability skillsets, but responses provides little evidence of reflection and growth through a shared experience.	The company identified employability skillsets but the responses provides some evidence of reflection and growth through these shared experiences.	The company identified three employability skillsets and the responses provides adequate evidence of reflection and growth through these shared experiences.	The company identified three employability skillsets. All responses illustrate ample reflection and growth through these shared experiences.	The company identified three employability skillsets. All responses demonstrate deep reflection and growth through these shared experiences.	
							SECTION TOTAL (5 points)

NOTE: Entries exceeding 500 WORD LIMIT will have ONE point deducted from the SECTION TOTAL.

*ACKNOWLEDGMENTS

The company:	0		1		2		
•Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support	Does not include acknowledgments		Includes acknowledgments but does not recognize MATE II		Includes acknowledgments and recognizes MATE II		**SECTION TOTAL (2 points)**

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:	0	1	2	3	4	5	
•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	NO effort made	Evidence of 1 of 4 options	Evidence of 2 of 4 options	Evidence of 3 of 4 options	Evidence of 4 of 4 options	Exceptional Marketing Display with evidence of 4 of 4 options	
							Discretionary Points Earned (5 points max)