



CAREER CLUSTER
Finance

INSTRUCTIONAL AREA
Financial Analysis

FINANCIAL SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the need to save and invest.
- Explain types of financial markets.
- Describe the role of financial institutions.
- Explain the time value of money.
- Interpret business policies to customers/clients.
- Write informational messages.
- Select and utilize appropriate formats for professional writing.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the customer service manager at LOCAL BANK, a bank located in a city of 40,000 people. The bank president (judge) wants you to create an informational flyer about money markets and the bank's current promotion.

Most customers of LOCAL BANK keep their funds in either a savings account or a checking account or both. Less than 15% of customers have funds in a money market account. The bank president (judge) thinks this is because bank customers do not understand money markets and certificates of deposit (CD).

LOCAL BANK is now offering customers with over \$10,000 in savings the opportunity to put funds into a certificate of deposit (CD) and earn 5% interest annually with no fees. The minimum amount a customer needs to invest in the CD is \$1,000, and the money must remain in the CD for at least one year.

The bank president (judge) wants LOCAL BANK customers to better understand CDs and not feel reluctant to take money out of savings to put into a CD. The bank president (judge) wants your team to create an informational flyer that will be mailed to all customers, placed at each bank teller station and featured on LOCAL BANK's social media platforms. The informational flyer must include:

- Easy to understand explanation of money markets and CDs
- The bank's current promotion
- The need to save and invest
- Why delaying investment is a lost opportunity

You will present and explain the informational flyer to the bank president (judge) in a meeting to take place in the president's (judge's) office. The bank president (judge) will begin the meeting by greeting you and asking about your flyer. After you have presented the information and have answered the bank president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form

Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the president of LOCAL BANK, a bank located in a city of 40,000 people. You want the marketing manager and the customer service manager (participant team) to create an informational flyer about money markets and the bank's current promotion.

Most customers of LOCAL BANK keep their funds in either a savings account or a checking account or both. Less than 15% of customers have funds in a money market account. You think this is because bank customers do not understand money markets and certificates of deposit (CD).

LOCAL BANK is now offering customers with over \$10,000 in savings the opportunity to put funds into a certificate of deposit (CD) and earn 5% interest annually with no fees. The minimum amount a customer needs to invest in the CD is \$1,000, and the money must remain in the CD for at least one year.

You want LOCAL BANK customers to better understand CDs and not feel reluctant to take money out of savings to put into a CD. You want the marketing manager and the customer service manager (participant team) to create an informational flyer that will be mailed to all customers, placed at each bank teller station and featured on LOCAL BANK'S social media platforms. The informational flyer must include:

- Easy to understand explanation of money markets and CDs
- The bank's current promotion
- The need to save and invest
- Why delaying investment is a lost opportunity

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their flyer.

During the course of the role-play, you are to ask the following questions of each participant:

1. Are there any disadvantages to a CD?
2. Which channel of communication do you feel is the most effective in reaching our customers?

Once the marketing manager and the customer service manager has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager and the customer service manager (participant team) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



FINANCIAL SERVICES TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA: Financial Analysis

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the need to save and invest?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain types of financial markets?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe the role of financial institutions?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the time value of money?	0-1-2-3	4-5-6	7-8	9-10	
5.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
6.	Write informational messages?	0-1-2-3	4-5-6	7-8	9-10	
7.	Select and utilize appropriate formats for professional writing?	0-1-2-3	4-5-6	7-8	9-10	
21 st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						