

## 2017 Team Exhibit Informal Interviews Score Sheet

<b>Team Exhibit</b>	Possible Points	Points Awarded
<b>Purpose:</b> Community Outreach/Awareness (11 Points)		
<b>Illustrate Team's outreach effort and include what audiences were reached, how they were engaged, and what resources were used to do so.</b>		
Effective visuals to share audience and outreach data.	20	
Exhibit displays diversity among audience members and participating team members.	5	
Outreach methods are clearly defined and documented.	10	
Testimonials and/or storytelling are used.	15	
Sponsors are clearly recognized.	5	
All resources include the national BEST Robotics logo.	5	
<b>Outreach total</b>	<b>60</b>	
<b>Comments:</b>		
<b>Use the space to balance display of the team's outreach as BEST Robotics, team/ company's brand and product.</b>		
The exhibit tells a story based on the visual impression alone	10	
The Brand Promise is evident.	10	
The exhibit is engaging and interactive.	5	
The exhibit appears cohesive. The information is arranged in a logical and creative manner.	5	
<b>Exhibit Balance total</b>	<b>30</b>	
<b>Comments:</b>		
<b>Use of recycled, up-cycled and repurposed items; technology, display models or boards, or multi-media</b>		
Technology and multi-media are used effectively.	10	
Recycled, up-cycled, and re-used items are well-integrated into the display (they are not just add-ons).	5	
Team used recycled/up-cycled/re-used items as a platform for sustainability and corporate responsibility.	5	
<b>Technology total</b>	<b>20</b>	
<b>Comments:</b>		

<b>Additional Comments:</b>	<b>Exhibit Total</b>	<b>110</b>	
	<b>Interviews Total (from back)</b>	<b>90</b>	
		÷10	÷10
	<b>Exhibit &amp; Interviews Total</b>	<b>20</b>	

Judge Name/number (print): \_\_\_\_\_

Team Number: \_\_\_\_\_ School: \_\_\_\_\_

## 2017 Team Exhibit Informal Interviews Score Sheet

<b>Informal Interviews</b>	Possible Points	Points Awarded
<b>Purpose: Communicate company brand, student learning (9 Points)</b>		
<b>Company Elevator speech</b>		
Clearly defines what benefits the product delivers.	13	
Promotes the outreach work.	7	
Tone and language convey the company's brand.	10	
<b>Elevator Speech total</b>	<b>20</b>	
<b>Comments:</b>		
<b>Storytelling that shares the Brand promise</b>		
The students connect and convey the brand's personality (vs. just a company name).	7	
Students explain how the engineering process provides brand advantage.	5	
The manufacturing process is mentioned and tied to an advantage.	5	
Outreach efforts are mentioned.	3	
<b>Storytelling total</b>	<b>20</b>	
<b>Comments:</b>		
<b>Provide testimonials and report outreach efforts</b>		
The testimonial- quote or story- is from a community leader, teacher, parent, or former BEST student	10	
Measurement of outreach efforts are shared	10	
<b>Testimonials total</b>	<b>20</b>	
<b>Comments:</b>		
<b>Mentions sponsors, partners, and BEST Robotics</b>		
Sponsor names and type of support are mentioned	5	
Student mentions impact of BEST Robotics program on his/her path toward STEM	5	
<b>Sponsor Mention total</b>	<b>10</b>	
<b>Comments:</b>		
<b>Students' learning experience, and understanding of the game theme/problem/task</b>		
Students clearly articulated an understanding of the game theme/problem.	5	
Students clearly articulate lessons learned through experience	5	
<b>Student Learning total</b>	<b>10</b>	
<b>Comments:</b>		
<b>Student-driven Activities</b>		
Students demonstrate detailed knowledge of the robot design and construction.	7	
Evidence that the students were the primary designers and builders of robot, exhibit, and all materials.	3	
<b>Student Driven total</b>	<b>10</b>	
<b>Comments:</b>		
<b>Interviews Total</b>	<b>90</b>	

Team Number: \_\_\_\_\_ School: \_\_\_\_\_