2011
Skills Competition

WITC Ashland
Business and General Studies Departments

March 2, 2011

Registration and Contest Guidelines
Registration Deadline is February 5, 2011
AGENDA

9:00 a.m. – 9:15 a.m.    Registration

9:15 a.m. – 9:30 a.m.   Welcome

9:40 a.m. – 10:30 a.m.   Exam Session #1

10:40 a.m. – 11:30 a.m.   Exam Session #2

11:40 a.m. – 12:30 p.m.   Exam Session #3

12:00 noon – 1:00 p.m.    Lunch will be provided

1:15 p.m. – 1:45 p.m.    Awards Ceremony

Activities and tours available in Student Lounge and LRC any time between 9:30 a.m. – 12:00 p.m.
EVENTS

Awards will be presented to the top one, two, or three contestants (1st, 2nd, and 3rd) contingent on the number of those exceeding a predetermined cutoff score for each event. For example, regardless of the number of contestants, if only two exceed the cutoff scores, only 1st and 2nd awards will be presented.

These events consist of written exams with multiple choice and/or true-false questions. WITC will provide computerized testing or electronic scoring sheets and #2 pencils. No references will be allowed except for contestant's own handheld calculator.

All Contestant General Business Event: Every participant in the 2011 Skills Competition should take this exam as their schedule allows. Students will automatically be registered for this event. Exams will be available in the contest room at all times between 9:40 a.m. and 12:00 noon. Students are responsible for making sure they have enough time between other events to take this exam. When an exam is submitted, time will be recorded. Ties will be broken by the shortest length of time used to complete the exam.

- Description: To evaluate the contestant’s overall knowledge of general business topics and skills. Topic areas may include human relations skills, communications, business proofreading/grammar/spelling, records management, business math, business ethics, basic computer knowledge, job seeking and retention skills, and economic awareness.

Individual Knowledge Events: These exams may be taken at any of the three exam sessions – 9:40, 10:40, or 11:40. Prior registration is required. When an exam is submitted, time will be recorded with a maximum allowable time of 50 minutes. Ties will be broken by the shortest length of time used to complete the exam.

- Accounting
  Description: To test the contestant’s knowledge on basic accounting concepts. Topic areas may include the fundamental accounting equation and the theory of debits and credits, the function of typical accounts, the format and theory of basic financial statements, and knowledge of accounting terminology. Students should bring their own handheld calculator.

- Business Mathematics
  Description: To test the contestant’s knowledge of business mathematics including applying basic math skills to business situations; calculating base, rate, and percentage; determining discounts, markups, and markdowns; and calculating transactions as they relate to bank statements. Students should bring their own handheld calculator.
- **Customer Service**
  
  *Description:* To test the contestant’s knowledge of topics related to providing quality customer service including customer service definitions, communications, elements of success, barriers, ethics, strategies, and dealing with difficult customers.

- **Proofreading**
  
  *Description:* To test the contestant's knowledge of proofreading rules and usage. Topic areas may include spelling, grammar, punctuation, typographical errors, word usage, capitalization, and number usages.

  - **APPLICATION:** These exams will be taken in a computer lab using WITC computers, printers, supplies, and software. When an exam is submitted to the test administrator, time will be recorded with a maximum allowable time of 50 minutes. Ties will be broken by the shortest length of time used to complete the exam. Available software for each event is listed in the contest guideline that follows. MS Office applications are based on version 2007.

- **Desktop Publishing – available at 9:40 & 10:40 sessions**
  
  *Description:* To evaluate the contestant’s knowledge and skills in using desktop publishing software. Topic areas may include principles of design and layout creating a desktop publication that includes text and graphics in the form of pictures, clip art, boxes, shading and lines. Software available: Adobe in Design CS3, MS Word 2007, or MS Publisher 2007.

- **Keyboarding — available at 10:40 & 11:40 sessions**
  
  *Description:* To evaluate the contestant’s speed and accuracy on the basic keyboard using straight copy. Timings will be three minutes in length. Each contestant may take up to three timings utilizing copy and keyboarding software provided by WITC. Timings will be based upon net speed, allowing up to four typing errors.

- **MS Access - available at 9:40 & 10:40 sessions**
  
  *Description:* To evaluate the contestant’s fundamental skills in creating and maintaining databases. Topic areas may include defining fields for a file; designing a form for data entry, entering data, using formulas in fields, creating reports, and printing tables, forms, and/or reports. Software available: MS Access 2007.

- **MS Excel - available at 9:40 & 10:40 sessions**
  
  *Description:* To evaluate the contestant’s fundamental skills in producing spreadsheets. Topic areas may include creating and formatting spreadsheets, entering and editing data on spreadsheets, using formulas/functions, and creating charts. Software available: MS Excel 2007.

- **MS PowerPoint - available at 9:40 & 10:40 sessions**
  
  *Description:* To evaluate the contestant’s fundamental skills in creating a professional slide presentation. Topic areas may include layout, clip art, animation, transitions, and printing options. Software available: MS PowerPoint 2007.
**MS Word – available at 9:40 & 10:40 sessions**

*Description:* To evaluate the contestant’s fundamental skills in word processing and document production. Topic areas may include formatting and keying letters, memos, news releases, agendas, and reports; inserting graphics and special characters in documents; formatting and keying text in columns; and creating and formatting tables. Software available: MS Word 2007.

**SIMULATIONS:** Simulations will follow the timelines and guidelines listed in each of the categories below.

**Employment Skills**

*Description:* To test the contestant’s proficiency in job search and interview situations. Topic areas may include job-seeking skills, letter of application and resume, interviewing skills, and proper attire.

Each contestant will be assigned to participate in a scheduled 15-minute interview for the position described below. Interviews will be scheduled in intervals from 9:40 a.m. to 12:00 noon. Students will be evaluated on documentation (proper grammar, punctuation, completeness, and appearance), job-seeking knowledge, and interviewing skills.

*Entries limited to 2 per school, maximum 8 entries*

*Guidelines:* Students shall prepare a letter of application and a resume to bring with them the day of the contest. All information must be factual. Contestants should prepare documents to apply for the following position:

**POSITION DESCRIPTION**

**INFORMATION CENTER STAFF**

*Wisconsin Indianhead Technical College (WITC) Ashland*

*Position description:* This individual will greet the public, staff the reception desk, and work with student registration at WITC, Ashland. Some evening hours required.

*Essential Skills, Knowledge and Personal Characteristics:*

1. Ability to key accurately.
2. Ability to communicate effectively through both oral and written means.
3. Knowledge of and proficiency in the use of a personal computer, e-mail and Windows-based programs.
4. Strong customer service skills and ability to work well with students, staff, and instructors.
5. Ability to be detail-oriented, well organized, and to work under pressure.

*Application process:* Submit a letter of application and a resume to:
Small Business/Marketing

**Description:** To function in a team situation and test the contestants’ proficiency in applying basic business and marketing skills in a small business development exercise. Topic areas will include thinking creatively, small business planning, organizing, and decision making. Students will be evaluated on their proposed business idea, organization, and demonstration of a working knowledge of small business management and marketing concepts, as well as communication and presentation skills.

**Guidelines:** This activity consists of a two-person team. Teams shall bring a prepared Business/Marketing proposal in a paper copy and PowerPoint format (*bring your PowerPoint slides on a flash drive/jump drive*). Students will select a site from a variety of storefronts in the Ashland or other community Business District. If a student wishes to select a storefront from their own community, please contact the WITC Skills Competition contact for prior approval before registering for the event. Teams should bring one printed copy of the proposal to give to the judges prior to the presentation.

The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes. A timekeeper will be present and will notify you via flashcard when seven (7) minutes has elapsed. No audience will be allowed.

Upon choosing the site and business idea, teams will complete a detailed proposal to utilize the site as a future small business venture which would complement the business location and be appropriate to community needs. To help students create the best possible proposal it is recommended that students get additional assistance from their high school teachers, parents, and community contacts such as small business owners/operators, economic development directors, etc.

All projects in this event will be evaluated on the creativity, appropriateness of the business for the area and use of the building, its feasibility, and degree of completeness. **Bonus points will be given if the students include a green/sustainable business development approach; please refer to rubric for detailed judging criteria.** When at WITC for the competition, teams will be critiqued on their oral PowerPoint presentation and written summary of the proposal. Judges will be leaders from regional businesses, Northwest Wisconsin CEP, Inc., and the Ashland Area Chamber of Commerce.

As an incentive, the top two winning teams and their advisor will be invited guests and recognized at the 9th Annual Northwest Wisconsin Business Development Conference, on May 11 & 12, 2011 in Ashland WI.

**Because of time constraints entries limited to 2 teams per school (2 contestants/team), maximum 6 teams.**
Registration Instructions

Only one registration form per high school needed.

Fill out the registration form on the next page with all entrants from your school. Please electronically key or print student names. Names on awards/certificates will be printed as stated on the registration form received. If necessary, please attach a listing with names keyed in appropriate format.

This information is also available on our website at www.witc.edu/ash or can be e-mailed to you upon request.

If you will not have any students attending this year’s competition, please write “not attending” on the registration form and return or let us know via e-mail.

Confirmations on event registrations and times will be sent to you one week prior to the competition.

Note: Due to time constraints no additional entries may be made after the registration deadline. Substitutions to registrations may be made until 4 p.m. Feb 5, 2011.

Mail completed registration forms to:

WITC-Ashland
2008 Skills Competition
2100 Beaser Avenue
Ashland, WI  54806

For other questions or info:

Trixie K. Lawver
Academic Affairs Assistant
715-682-4591 Ext. 3128
e-mail: trixie.lawver@witc.edu

Please RSVP by February 5!
Name of High School: ____________________  Instructor Contact: ____________________

Please enter complete student name(s) in appropriate box(es) below. Schools may register a maximum number per event as listed. Please ensure that there are no time conflicts for students in multiple events. See event guidelines for specifics.

<table>
<thead>
<tr>
<th>Event</th>
<th>9:40 – 10:30</th>
<th>10:40 – 11:30</th>
<th>11:40 – 12:30</th>
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</thead>
<tbody>
<tr>
<td>General Business Knowledge</td>
<td>This event is for all students at any time throughout the competition. Students should stop in contest room between 9:40 a.m. and 12:00 noon to take this multiple choice exam on overall business knowledge.</td>
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<td>Maximum 3 entries/school</td>
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<td>Not available during this session.</td>
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<tr>
<td>Employment Skills</td>
<td>Maximum 2 entries/school Limited to first 8 entries</td>
<td>12:00 Not available during this session.</td>
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<tr>
<td>Event</td>
<td>Team # 1</td>
<td>Team # 2</td>
<td>Note:</td>
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<td><strong>Small Business/ Marketing</strong></td>
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<td>____________________________  ____________________________</td>
<td><strong>Note:</strong> <em>Because of the time required by this event, contestants should not register for another event. They may, however, take the “General Business Knowledge” exam.</em></td>
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