

2025 Team Exhibit and Student Interview Scoresheet (200 pts)
Purpose: Communicate Company Brand, Learning, and Outreach

Section 1: Elevator Speech and Branding	Max Points	Score
OBJECTIVE: Students concisely share their product and visually display their team reputation		
Superlative 31-35 / Excellent 24-30 / Meets 10-23 / Needs Revision 0-9	35	
Indicators: Effectively communicate their Team performance and reputation		
Elevator Speech Clearly define what benefits the product (robot) delivers. Explains outreach and social responsibility. Conveys the company's brand through tone and language.	20	_
Branding Brand promise (what service/reputation your company offers the customer) is evident in the Exhibit. Explains how the product illustrates the company brand.	15	_
Comments:		

Section 3: Outreach		Max Points	Score
OBJECTIVE: Students share details about their Team/Business with others			
Superlative 58-65 / Excellent 45-57 / Meets 19-44 / Needs Revision 0-18		65	
Indicators: Examples of local school and community impact and support			
Sharing Sharing information and/or technology resources, and mentoring other schools, including other BEST teams. Clear evidence of support (including testimonials or storytelling) to other schools with information, technology, or encouragement.	20	<input type="text"/>	<input type="text"/>
Publicity / Demos Students effectively communicate their publicity methods (print materials, media/press), media platforms used. Specific presentations/demonstrations to other schools & community groups about BEST to generate excitement.	20	<input type="text"/>	<input type="text"/>
Inclusion Evidence that recruitment efforts include multiple grade levels and students from a cross-section of the school population. Clearly identify specific efforts to promote inclusiveness.	15	<input type="text"/>	<input type="text"/>
Advocacy Fundraising and/or sponsorship efforts. Describe strategies to recruit sponsors, team fundraisers. Explain how any funds raised were allocated to support team (team budget available for review). Presents and demonstrates strong evidence of effectively executing these efforts.	10	<input type="text"/>	<input type="text"/>
Comments:			
Section 4: Exhibit		Max Points	Score
OBJECTIVE: A visually attractive display with clever technical features draws in customers (and fits in it's allocated space)			
Superlative 49-60 / Excellent 38-48 / Meets 17-37 / Needs Revision 0-16		60	
Indicators: Students construct an Visual Display of their Accomplishments			
Creativity Incorporating game theme into design and presentation of this exhibit. Display is unique. Game theme is very prominent	25	<input type="text"/>	<input type="text"/>
Technology Effective balance of print, multi-media and technology in exhibit. (e.g., display boards, physical models, multi-media equipment, etc.)	15	<input type="text"/>	<input type="text"/>
Aesthetics The exhibit is cohesive, engaging, and interactive. Information is logically arranged.	10	<input type="text"/>	<input type="text"/>
Compliance Meet specifications (do not exceed space allocation of 4' deep X 8' wide X 8' tall cube). Non-Compliant Exhibits get Zero for this element. Area is neat, clean, well-organized. Team, Hub, and national BEST logos / branding are visible. All sponsors are clearly identified and acknowledged. Evidence that the students were the primary designers and builders of robot, team exhibit, and all materials.	10	<input type="text"/>	<input type="text"/>
Comments:			
Summary Comments:		Max Points	Score
		200	
Rating Points		Superlative 180-200 / Excellent 140-179 / Meets 60-139 / Needs Revision 0-59	
Percentile Boundaries		Superlative 90 % / Excellent 70 % / Meets 30 % /	
Team Number :		Team Name:	
Judge's Name:		Ex 2025.4	

FAQs and Clarifications

Could include here to help level set Students, Teachers, Judges.

A1	For safety purposes, all extension cords (electrical or data) must be taped or otherwise covered so as not to create a tripping hazard.
A2	Teams should expect to be evaluated by two to four different judges during a single interview period. Judges may re-visit an exhibit to ask follow-up questions and/or clarify information.
A3	Your company's brand promise will establish a shared understanding of the client's problem and how your product delivers the solution. It will be built upon your company's Brand. (Brand and Brand reputation is how your company is generally recognized among industry and in the community. The characteristics, values, and attributes that you are generally accepted and expected to represent.)
A4	Testimonials: A story that demonstrates the impact of BEST on you, a former member, or to your school.
A5	

Feedback ... Just "Overall a great job" in the Summary block is not enough to satisfy students.

It is important that students are given an explanation of the score range to be encouraged to take their deliverable to the next level next year.

They need to clearly know that all submissions are judged to fall on the scale of 0 to the max total points both within the rules and when provided feedback.

Constructive Criticism

The goal of evaluations should be to emphasize growth and encourage improvement.

There are several techniques that help us in our oral or written constructive criticism.

This is one method to address good ... a Critique Sandwich:

A negative comment about a problem or flaw is presented between positive comments about something done well.

"I like that..." then "I wonder if..." or "Next year, best next steps might be..."

Method 2... Specific Suggestions: a few specifics of biggest gaps or biggest opportunities to raise their overall score.

"This section could be improved by..." "To differentiate yourself, include..."

Judges will often use the form of "this is missing" or "no evidence of that", to explain what would fill the gap to a better score for the section. Judges do not have time to come up with comments in every section, but focus where it will help most.