



2024

**Skills Development
Program Manual**

Write-Up ♦ Speak-Up ♦ Debate ♦ You're Hired



@JCIUSA #EVOLVE

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Welcome Letter from our Program Manager

Dear JCI USA:

My name is Samantha or Sam and I have been a member of JCI since 2017 when my boss at my new job said that I should join this incredible organization as I was new to the area and it would be a great way to meet new friends. I will forever say to this day that he was wrong as those that I have had the chance to meet and get to know in JCI have become family. So if we have not met I do hope sometime before my JCI career is over I can meet you and if I have had the chance to meet you thank you for being part of my chosen family.

I personally am very passionate about the Skills Development program as I believe it truly is one of our most valued benefits to being a member. Whether you enjoy writing, speaking, or debating we have something for each of you. I know that for some of us it is outside of our comfort zone but the best thing about our Skills Development program is it is a chance for you to grow and learn before you are doing so for a job, a presentation, or even trying to grow a business. The areas that this program focuses on allows us to improve without the added pressure of this could make or break you. So join us this year in participating in one or multiple areas to help improve yourself both personally and professionally.

Sincerely,

Samantha J. Jonas, MI
2024 Skills Development Program Manager

New for 2024 and Virtual Options Continue

This year Write-Up will look differently. JCI USA wants to give our members a chance to participate and practice writing a press release for one of the local events that is near and dear to the individual member. This event will take the place of the Online Essay. While we believe writing skills are an area we want to help our members grow in, we also want the opportunity to have value for the member. Please refer to the Write-Up section of the manual for specific details.

Speak-Up will offer a virtual option for competitors to practice their skills. We as JCI USA know how important it is to grow our skills in these areas and not everyone is able to make it to the Fall National Conference. Please refer to the section of the manual that is skill area specific for all the details about the virtual options.

Purpose

The JCI USA Skills Development Program is designed to help promote and develop the skills of its members in the areas of speaking, writing, debating, interviewing, advocacy and recruitment. This program helps members become more confident in presenting themselves both verbally and in written format; skills which can then be transferred to a member's personal and professional life.

Competitor Requirements

Each state selects its representatives through statewide competitions. The state's ranking participant(s) or alternate(s) is(are) eligible to represent the state on the national level. There is no limit on the number of competitors a state can submit, but state bylaws may set a limit for individual states. For states that do not host a Skills Development Program, members may participate with the approval of their chapter presidents.

Who is Eligible?

- Competitors must be a member in good standing of a recognized JCI USA chapter prior to the day of competitor registration at the Annual Meeting.
- A competitor is allowed to be 40 years of age as long as his or her membership is still valid in accordance with the JCI USA Bylaws. Please

note that while members can compete at age 40, they will not be able to compete at the international level if they win, as they age out on December 31 of the year in which they turn 40. If, for example, a member turns 40 in 2024, they will no longer be a recognized JCI member in 2025, therefore becoming ineligible to compete at the JCI level.

- Every member, in good standing, is eligible to enter the EXHIBITION category. Exhibition is a professional growth opportunity that allows members to get feedback from official JCI USA judges, but will not be ranked for formal awards.
- Any general member of JCI USA, with the exceptions as noted in this Eligibility section, may compete in the NOVICE categories.
- Professional speakers are eligible to enter the Master's Speak-Up.
- All current State Presidents are eligible to compete as long as they have not declared they will be running for a national office for the following year. (i.e. A 2024 State President can compete as long as they are not running for a 2025 Board of Directors position.)
- National Program Managers and past members of the JCI USA Board of Directors are only eligible to compete in Master's Speak-Up and/or JCI USA Debate.

Who is Not Eligible?

- Professional writers or previous winners of the JCI USA Write-Up are not eligible to register in the NOVICE category for Write-Up.
- Professional speakers or previous winners of the Durward Howes Speak-Up are not eligible to register in the NOVICE category for Speak-Up.
- Entrants may not compete in the NOVICE category in the same competition more than three times.
- Once a member has placed within the top 10% in a competition category at the national level, they are no longer eligible to compete in that particular competition again on the national level.
- Current members of the JCI USA Executive Committee, JCI USA Staff Members, and all JCI USA Skills Development Committee Chairs (within

the past three years) are not eligible to compete in any of the competitions. General committee members are eligible to compete once their year(s) of service on the committee are complete.

- Depending on State Organization bylaws, State Program Managers/ Chairpersons who were responsible for organizing the Skills Development Program for their state during the year in which judging is based are not eligible to compete. For example, for a competition in September 2024, the judging year would be from January 1, 2024 to December 31, 2024.

Appeals Process

If you are denied eligibility upon registration and would like to have your application re-considered, you may appeal the decision within 72 hours from the notice of ineligibility. After further deliberation, the appeal may be upheld upon the majority approval (50% + 1) of the Skills Development Committee (Program Chairs and General Committee Members).

Competitor Levels of Difficulty

Exhibition (Virtual) -

- This category is for members who want to improve their skills without being involved in a formal competition. Every entry will be judged and they will receive the same score sheets as used in the regular competitions. This is a no-stakes professional development opportunity that allows entrants to receive feedback on their performance from official JCI USA judges. Exhibition competitors are not eligible for formal awards.
- Available for Speak-Up and Write-Up.

Novice

- This category is designed to recognize the most outstanding novice competitors in JCI USA.
- Available for Write-Up and Speak-Up.

Master's

- The category topics tend to be more thought-provoking and may even speak directly to how one can address the challenges that our organization may be facing at any time. Professional writers and speakers are eligible to enter this category.
- Available for Speak-Up.

Debate

- There is only one level of Debate, which determines the winners who will form the JCI USA Debate Team that advance to the international competitions.

You're Hired

- Although there is no Exhibition opportunity, Novice or Master's categories are available, You're Hired will offer competitors the opportunity to choose from different careers that reflect varying levels of responsibilities and skill sets. For example, a competitor may choose to interview for a middle-management role, or may decide to interview for a CEO role.

Competitor Registration

Competitors are highly encouraged to register as early as possible!

[Complete sign up here!](#)

Entry Fees

- Write-Up (NOVICE)
 - \$25 per competitor
- Speak-Up (NOVICE or MASTER'S)
 - \$25 per competitor
- Debate
 - \$25 per competitor

-
- You're Hired
 - \$25 per competitor
 - EXHIBITION: Speak-Up and Write-Up
 - \$0 per competitor, per competition

Fees can be paid online through the Membership Database by the deadlines listed below. Refer to Appendix D for a reference chart on entry fees.

Deadlines & Late Fees

- Write-Up & You're Hired
 - By Sunday, August 18, 2024 at 11:59PM Central Time
- Speak-Up & Debate
 - By Sunday, August 25, 2024 at 11:59PM Central Time

All entries (except Exhibition) received after the published deadline may be subject to a \$50 late fee. Exhibition entries received after the published deadline may be subject to a \$20 late fee.

Certification

The current serving State President will be the certifying official for all competitor entries. If there is no state level with a presiding State President, the JCI USA National Vice President assigned to that state will be the certifying official for all competitor entries.

Additionally, if a current serving State President – who is not running for a position in the following year's JCI USA Board of Directors – has registered to compete, then the current serving National Vice President assigned to that state will confirm that State President's eligibility to compete.

Participation Guidelines for All Competitors

Dress Code

- Competitors are expected to dress in business professional attire during the competition.

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- Military uniforms, kilts and cowboy hats are considered business professional attire.
 - Competitors are not allowed to wear any state apparel, badge, pin or button that identifies the person's home organization.
 - A membership pin of JCI USA or JCI is permitted and will have no impact on the competitor's score.

Use of Notes or Props

- In all competitions, except Debate, the use of notes is strictly prohibited.
- Notes are permitted for the Debate competitions.
- Props are allowed for Speak Up competition only and forbidden from others.

Advancement to International Competitions

Which Categories Advance to the International Level?

Debate and Master's Speak-Up

National winners of Debate, or their substitutes, are eligible to compete at the JCI Conference of America and/or JCI World Congress. The National winner of Master's Speak-Up, or their substitute, is eligible to compete at the JCI Conference of America and JCI World Congress. The winners of Debate and Master's Speak-Up must be members in good standing at the time they compete at the aforementioned JCI competitions in accordance with the Bylaws of JCI.

Which Categories Do Not Have an International Equivalent?

Write-Up, You're Hired, and all of the Exhibition and Novice categories do not have comparable designations at the international level. The highest level of achievement for these categories is at the national level.

Refer to Appendix C at the back of this manual for a chart on international advancement.

Skills Development Judge Requirements

Preference for skills development judges will be given to experts in the field. In the event that not enough experts are available, judges will be sought from JCI USA membership/alumni.

Who Can Judge?

- Previously served as a national skills development judge;
- Competed in the skills development program at the national or international level;
- Selected and approved by their state organization;
- Currently a member of a JCI USA local chapter;
- JCI USA Ambassador;
- JCI Senator .

Who Cannot judge?

- Currently serving as the State or National President, Deputy National President or Immediate Past President;
- Currently serving as State Program Managers/Chairpersons who were responsible for organizing the Skills Development Program for their state during the year in which judging is based. For example, for a competition in September 2024, the judging year would be from January 1, 2024 to December 31, 2024;
- Currently coaching or mentoring competitors who are eligible to compete on the national level;
- Judging a competition in which a competitor is from the same state.

I'm interested! How do I become a judge?

Contact a member of the Skills Development Program Committee. Typically, we are seeking 3-4 judges for each competition. However, it is ultimately within the discretion of the Skills Development Program Committee to decide how many judges are warranted for each session. As stated earlier, the JCI USA Skills Development Committee Chairs may give preference to those who are experts in the field of the related competition.

Interest in judging: [Complete this form!](#)

Audience Participation

Audiences are encouraged to observe all JCI USA competitions. Refer to the JCI USA Annual Meeting agenda for specific times and dates. We encourage audience members to support all competitors at every experience level, regardless of chapter or state affiliation.

Notifications & Updates

Make sure to check your inbox and follow our social media accounts for additional updates!

Write-Up Competition

Purpose

The annual Write-Up competition is held to recognize the most outstanding writers in JCI USA.

Competitor Levels of Difficulty

There are two (2) separate categories within the Write-Up Competitions.

Refer to the Competitor Requirements section for specific eligibility requirements.

Exhibition Write-Up

- This category is for members who want to improve their skills without being ranked in head-to-head competition. Every entry will be judged and receive the same score sheets as used in the regular competitions. This is a no-stakes professional development opportunity that allows entrants to receive feedback on their performance from official JCI USA judges. Exhibition competitors are not eligible for formal awards.

Novice Write-Up

- This competition is designed to recognize the most outstanding novice writers in JCI USA.

- Professional writers or previous winners of the JCI USA Write-Up are not eligible to register in the Novice category for Write-Up.
- Entrants may not compete in the Novice category of the Write-Up competition more than three times.

Register to Participate in Write-Up:

Implementation

See Appendix A at the back of this manual for examples of past competition topics.

Press Release

- The Exhibition portion will be held on August 11th, 2024.
- The Novice Write-Up will be held on August 25th, 2024.
- On August 22nd, 2024, a conference call will be hosted with all Write-Up competitors. During this call, the rules and process for the Write-Up competition will be explained in depth.
- Each competitor will log in at a scheduled time to the Write-Up competition site. Upon logging into the site, the Press Release topic will be revealed, and the competitor will have 30 minutes to compose a press release on the topic while a host observes to ensure all rules are followed.
 - All competitors will have the same topic, based on the competitor category (Novice or Master's).
 - The competition site will automatically log the competitor out at 29 minutes and 59 seconds; therefore, competitors are encouraged to screenshot (or take a picture of) their submission to verify the timestamp of the submission.
 - There is no opportunity to restart the test; therefore, all competitors are encouraged to ensure a stable internet connection and uninterrupted time to

complete their submission.

- Participants are discouraged from using outside resources such as web searches, thesaurus or dictionaries. There is no way to monitor this from JCI USA's side so competitors are on an honor system.

- Winners will be announced at JCI USA Annual Meeting.

Scoring

Scoring Criteria

- Each entry will be judged on:
 - Comprehension and clarity of the topic
 - Format and presentation (logic)
 - Development of the entry (creativity)
 - Mechanics (spelling, neatness and correct use of grammar)

Scoring Rubric

Press Release

Criteria	Poor	Fair	Good	Excellent	Superior
Content <i>(originality and meaning)</i>	12	14	16	18	20
Introduction <i>(relationship to story)</i>	12	14	16	18	20
Theme Development <i>(use of examples & illustrations)</i>	12	14	16	18	20
Conclusion <i>(effectiveness)</i>	12	14	16	18	20
Grammar	1	2	3	4	5
Neatness	1	2	3	4	5
Spelling	1	2	3	4	5
Format <i>(logical pattern)</i>	1	2	3	4	5
Subtotal					
Press Release Score					

Recognition

The winners will be recognized at the **2024 JCI USA Annual Meeting**. The winning essay(s) may be used for training or for publication by JCI USA.

Note on Advancement

There is no comparable competition for Write-Up at JCI Conference of America or JCI World Congress. The highest level of achievement is at the national level. However, participants are eligible to judge JCI USA Write-Up competitions in the future

Speak-Up Competition

Purpose

The annual Speak-Up competitions are held to determine the most outstanding speakers in JCI USA.

Competitor Levels of Difficulty

There are three (3) separate categories within the Speak-Up Competitions.

Refer to the Competitor Requirements section for specific eligibility requirements.

Exhibition Speak-Up

- Exhibition portion will be held August 11th, 2024.
- This category is for members who want to improve their skills without being ranked in head-to-head competition. Every entry will be judged and they will receive the same score sheets as used in the regular competitions. This is a no-stakes professional development opportunity that allows entrants to receive feedback on their performance from official JCI USA judges. Exhibition competitors are not eligible for formal awards. **The highest points getter in Exhibition Speak Up will receive \$75.00 off their registration for 2024 JCI USA Annual Meeting so long as they attend and participate in Speak Up.**

Durward Howes Memorial Award (Novice Speak-Up)

The award is named in honor of Durward Howes, President of JCI USA in 1930-1931. Howes is known as the father of the Ten Outstanding Young Americans Program.

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- This competition is designed to recognize the most outstanding novice speakers in JCI USA.
 - Professional speakers or previous winners of JCI USA Speak-Up are not eligible to register in the Durward Howes Memorial (Novice) category for Speak-Up.
 - Entrants may not compete in the Durward Howes Memorial (Novice) category of the Speak-Up competition more than three (3) times.

Master's Speak-Up

The winner of this competition or their substitute, will be eligible to represent JCI USA at the JCI Conference of America, and if they are the winner at the JCI Conference of America then they are eligible to compete at JCI World Congress.

- The Master's Speak-Up competition is designed to recognize the best of the best!
- The Master's Speak-Up competition topics tend to be more thought-provoking and may even speak directly to how one can address the challenges that our organization may be facing at any time.

Registration for Speak-Up: [Sign up today!](#)

Implementation

- During the round, there will be a timekeeper.
 - The timekeeper will use signs to notify the competitor of the time remaining until the maximum time for each round has been met.
 - The competitor will not be cut-off from speaking but penalties will be assessed for going over the allotted time.
- Competitors will receive their topic on September 1, 2024 in advance of the competition day, by email.

See Appendix A at the back of this manual for examples of past competition topics.

Scoring

All categories (Exhibition, Novice and Master's) will be judged and scored on the same criteria.

Scoring Criteria

- Competitors will be judged on:
 - Delivery (appearance, voice, gestures, eye contact)
 - Content (originality, facts, word choice, relevance)
 - Salesmanship (sincerity, audience appeal)
 - Continuity (opening, main theme, closing)

- Contestants should take care not to identify their chapter or state in their prepared speeches.

Scoring Rubric

- Each speech will be scored on the same criteria:
 - Delivery (appearance, voice, gestures, eye contact)
 - Content (originality, facts, word choice, relevance)
 - Salesmanship (sincerity, audience appeal)
 - Continuity (opening, main theme, closing)

Prepared Speak-Up

Criteria	Poor	Fair	Good	Excellent	Superior
Delivery					
Appearance	1	2	3	4	5
Voice	1	2	3	4	5
Gestures	1	2	3	4	5
Eye Contact	1	2	3	4	5
Content					
Originality	1	2	3	4	5
Facts	1	2	3	4	5
Word Choice & Phrasing	1	2	3	4	5
Relevance to Topic	1	2	3	4	5
Salesmanship					
Sincerity	1	2	3	4	5
Audience Appeal	1	2	3	4	5
Continuity					
Opening	1	2	3	4	5
Main Theme	1	2	3	4	5
Closing	1	2	3	4	5
SCORE					
Subtotals					
Deductions (see below)					

TOTAL	/ 65 possible
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DEDUCTIONS	
<p>Rules Infractions</p> <ul style="list-style-type: none"> ● Use of Notes ● Identification of Chapter or State ● Attire Violation (State pins or shirt, etc.) <p><i>One point per infraction - maximum of 10 points deducted</i></p> <p style="text-align: right;">Total Deduction ____</p>	
<p>Time Infractions</p> <ul style="list-style-type: none"> ● Prepared Speech: 5-7 minutes <p><i>Judge's discretion up to 10 points maximum</i></p> <p style="text-align: right;">Total Deduction ____</p>	

Recognition

The winners will be recognized at the **2024 JCI USA Annual Meeting**. The first-place winners of the Durward Howes Memorial Award (Novice Speak-Up) and Master's Speak-Up Award may be asked to deliver his or her winning prepared speech at the General Assembly Meeting following the announcement of the winners.

Advancement to International Competitions

The winner of the Master's Speak-Up competition or their substitute, will be eligible to represent JCI USA at the JCI Conference of America, and if they are the winner at the Conference of America, they are eligible to compete at JCI World Congress.

Winners should refer to the JCI website for information regarding international rules, guidelines, and registration procedures for the Speak-Up competition.

If, by chance, the initial winner is not able to compete at JCI Conference of America, the JCI USA Skills Development Committee Chair will contact the next runner up from the

award year. If alternates from the award year are also not able to compete at JCI Conference of America, the JCI USA Skills Development Committee Chair will contact the prior year's national winner – if they had in fact not competed at JCI Conference of America or JCI World Congress in the year following their national recognition.

Debate Competition

Purpose

The JCI USA Debate competition is held to determine the most outstanding debate team in JCI USA.

Competitor Levels of Difficulty

There is only one level of Debate, which determines the winners who will form the JCI USA Debate team that advance to the international competitions.

Refer to the Competitor Requirements section for specific eligibility requirements.

Individual Debates

- In an effort to create the best debate team possible, JCI USA will host individual debates in multiple rounds, with the top three (3) scoring debaters becoming eligible to represent JCI USA at the JCI Conference of America and/or JCI World Congress.

Registration for Debate: [Sign up today!](#)

Implementation

Competition Format

- To ensure consistency, the Debate structure of JCI USA adheres to the speaking order and time limits of JCI international debates.
- The members, who will be competing to be a part of the JCI USA Debate team, will compete, on the national level, in the following format:

- Competition debates will be on a round robin basis with each competitor/team being guaranteed a minimum of two (2) debates.
- Depending on the number of participants competing and the combined score from previous rounds, the top six (6) finalists will face off in “head-to-head” style competition or a “round-robin” style competition.

Topic Preparation

- Competitors will argue opposite sides of the topic.
 - A coin toss prior to the announcement of the topic will be used to determine which competitor will be able to choose their preferred side.
 - The competitor winning the coin toss will be provided with thirty (30) seconds to make their decision to choose either “for” (the pro side) or “against” (the con side).
 - The debaters will simultaneously be given the topic ten (10) minutes prior to the start of the debate and use that time to prepare their arguments. (Debaters are allowed to use laptops, smartphones or tablets only at this time to help them prepare).
 - Different topics, chosen via random drawing, will be used for each round of competition. The topics may be either JCI or non-JCI related.
 - Speakers should take care not to identify their chapter or state (or that of their opponents) at any time during the Debate.

See Appendix A at the back of this manual for examples of past competition topics.

Debate Structure and Time Limits

Speaking Order	Time Allotted
Opening Statement FOR the motion (PRO)	2 minutes
Opening Statement AGAINST the motion (CON)	2 minutes
Constructive Argument FOR the motion (PRO)	3 minutes
Constructive Argument AGAINST the motion (CON)	3 minutes

Rebuttal FOR the motion (PRO)	3 minutes
Rebuttal AGAINST the motion (CON)	3 minutes
Closing FOR the motion (PRO)	2 minutes
Closing AGAINST the motion (CON)	2 minutes

- No new material may be introduced during the closing arguments.
 - The speaker may only restate their point of view and rebuttal material already presented.
 - A timekeeper will display cards counting down the time remaining in each section of the Debate.
 - Any speaker(s) exceeding the allotted time for their round will be cut off to allow the Debate to continue in a timely manner.

Point of Information

Only a participating speaker can give a Point of Information. Substitutes, supporters or members of the audience cannot offer or answer Points of Information. A Point of Information may be made only during the second and third minutes of the first or second speaker's time.

Following are the procedures for giving and accepting Points of Information:

- If giving a Point of Information, raise your hand or place your hand over your head, stand up and address the speaker at the podium, saying, "On a Point of Information..."
- Wait for the speaker to indicate whether they will listen to your point. If the speaker says "No, thank you", or indicates by way of a gesture that the point will not be taken, or continues with their speech without yielding the floor, then sit down.
- If the speaker indicates that they will take the point, then deliver it clearly and briefly and then sit down. Do not retort to the speaker's reply. At no point should the speakers engage in a conversation with each other.
- If speaking, and an opponent offers a Point of Information, you can accept it

right then, you can refuse to accept it, or you can indicate you will deal with it in a moment when you are finished with the point you are making.

- The time used to ask and answer the question (or Point of Information) counts against the current speaker's time. Thus, it is important that the speaker keeps control of their allotted time.

Timeout

- Each competitor is allowed a quantity of one (1) timeout, one (1) minute in length, during the debate.
- A timeout may be taken at any time during the debate as long as it is called in between speakers.
- The competitor shall indicate to the Chairman that they wish to use their timeout, at which time, the Chairman will ask the Timekeeper to inform them when the minute is up.

See Appendix A at the back of this manual for examples of past competition topics.

Scoring

Scoring Criteria

- Competitors will be judged on:
 - Knowledge of topic
 - Content
 - Debating skills
- Contestants should take care not to identify their chapter or state at any point during the debate.
- Winner of each debate will be determined by a total of the judges' scores.
- Deductions, at one (1) point each with a maximum of ten (10) points, can be made for use of props, identification of chapter or state, and/or attire violations (pins, name tags, state shirt, etc.).

Scoring Rubric

Criteria	PRO	Judge's Notes	CON	Judge's Notes
Competitor Names				
Definition (of topic/point) Knowledge/Understanding Spontaneous treatment of argument/rebuttal	(30)		(30)	
Content Logical arrangement of argument Ability to communicate	(30)		(30)	
Debating Skills Delivery, clarity, and fluency Intonation (tone) Humor (in context)	(30)		(30)	
Summary Summary of arguments Rebuttal of opponent's arguments Persuasiveness Effectiveness	(50)		(50)	
Timekeeping (Max Points = 10)	(10)		(10)	
SUBTOTALS				
Deductions Use of props, identification of Chapter or State, Attire violation (pins, state, shirt, etc.)	(-10)		(-10)	
TOTALS				

TOTAL: 150 possible

DEDUCTIONS
<p>Rules Infractions</p> <ul style="list-style-type: none"> ● Use of Notes/Props ● Identification of Chapter or State ● Attire Violation (State pins or shirt, etc.) <p><i>One point per infraction - maximum of 10 points deducted</i></p> <p style="text-align: right;">Total Deduction ____</p>

Recognition

These top three (3) winning debaters will be recognized during the awards ceremony held during the **2024 JCI USA Annual Meeting**.

Advancement to International Competitions

- The top three (3) competitors, which form the JCI USA Debate team at JCI Conference of America and/or JCI World Congress, will be made up of a captain and two speakers.

- All three (3) members do not need to be from the same state, and do not have to be from the same chapter.

- One member of the team may be a 2024 State President or Vice President.

- Both of the remaining two members of the team must meet the same eligibility criteria for all other competitions listed under the “General Eligibility Requirements” section.

- If, by chance, a member of the initial team is unable to compete, the JCI USA Skills Development Committee Chair will contact the ‘next runner up’ from the competing year to substitute for that initial competitor.

- If no substitute is able to participate, the JCI USA Skills Development Committee Chair will reach out to the prior year’s Debate winners – if they didn’t already compete at JCI Conference of America or JCI World Congress.

For more information on the international level of Debate competition (i.e. requirements for competing, deadlines, and registration procedures), refer to the [JCI Competitions Manual](#) on the JCI website.

You're Hired - Interview/Resume/Video

Purpose

The Online Professional Networking Resume/Interview/Video competitions are held to provide practical skills and highlight the most outstanding professionals of JCI USA. This competition requires participants to provide a LinkedIn profile to highlight professional, personal and JCI accomplishments. It also encompasses a recorded advocacy/recruitment video for JCI USA and a panel interview as if they were applying for a new job.

Competitor Levels of Difficulty

You're Hired Portfolio

Although there are no Exhibition, Novice or Master's categories available, You're Hired will offer competitors the opportunity to choose from different careers that reflect varying levels of responsibilities and skill sets.

Refer to the Competitor Requirements section for specific eligibility requirements.

Registration for You're Hired: [Sign up today!](#)

Implementation

This competition has three (3) components: an electronic resume (LinkedIn), a video Elevator speech and an oral panel interview.

LinkedIn Profile

- The LinkedIn profile shall be submitted by providing the competitor's name through the online submission form no later than **11:59PM CT August 25th, 2024**
- The online submission form will be provided to competitors after the state

submits the entry form and pays the entry fee.

- A panel of judges will review and score the electronic resumes prior to the next round.

See Appendix B for more detailed description of the resume/profile.

Elevator Speech Video

- A recorded advocacy/recruitment speech of 60 seconds is to be submitted with the electronic resume on the submission form no later than **11:59PM CT August 25th, 2024**.

- The advocacy/recruitment speech is to advocate and recruit JCI USA: a pitch for the organization, with a strong call to action (donate, join, promote, etc.)

See Appendix B on Tips for compiling your elevator speech.

Panel Interview

- A panel of judges will conduct an exclusive 20-minute oral interview of each nominee between **August 27th - August 31st, 2024** for a video conference interview.
- Each competitor will have the same set of questions, asked in the same order by the same judges.
- Most of the oral interview will be based on the competitor's answers to life-relevant questions, measurement of his or her enthusiasm for a hiring organization as well as their understanding of the organization's philosophy, mission and beliefs.
- Judges are looking for evidence of the skills the member has obtained or improved throughout his or her JCI career, and how these skills have been/are being put to use.
- These questions are geared toward the hypothetical hiring of a new job.
- The panel of judges who evaluate the LinkedIn profile and filmed advocacy/recruitment speech may or may not be the same panel of judges who

conduct the interviews. Therefore, competitors should answer all questions as thoroughly as possible and not assume the judges have seen their resume/profile and video.

See Appendix B at the back of this manual for examples of recent past competition topics.

Scoring

A panel of judges, for the three (3) aforementioned components of You're Hired will review and score the resume, video and interview using the corresponding scoring rubric.

Scoring Rubric

LinkedIn Profile

Criteria	Poor	Fair	Good	Excellent	Superior
Title/Intro	1	2	3	4	5
Photo	1	2	3	4	5
Grammar	1	2	3	4	5
Spelling	1	2	3	4	5
Education (Detailed)	1	2	3	4	5
Connections	2	4	6	8	10
Skills	2	4	6	8	10
Endorsements	2	4	6	8	10
Recommendations (relevant, quality)	2	4	6	8	10
Professional Experience (adequate explanation of responsibilities)	3	6	9	12	15
Volunteer Experience (JCI, Chamber of Commerce, Rotary, etc.)	4	8	12	16	20
SUBTOTALS					
TOTAL	/ 100 possible				

Elevator Speech

Criteria	Poor	Fair	Good	Excellent	Superior
Substance					
Clarity	3	6	9	12	15
Persuasiveness of call to action	3	6	9	12	15
Originality	3	6	9	12	15
Delivery					
Tone and volume	3	6	9	12	15
Pronunciation and pace	3	6	9	12	15
Non-verbal Communication					
Professional Attire	1	2	3	4	5
Attention to background environment	3	6	9	12	15
Timing					
60-second Pitch	Over/under by 30+ seconds (1)	Over/under by 15 seconds (2)	Over/under by 10 seconds (3)	Exceeds 60 seconds (4)	Well-timed (50-60) (5)
SCORE					
SUBTOTALS					
TOTAL	/ 100 possible				

Panel Interview

Criteria	Poor	Fair	Good	Excellent	Superior
Interview Answers					
Position Knowledge & Coverage	2	4	6	8	10
Organization of Response	3	6	9	12	15
Originality of Response	3	6	9	12	15
Impact & Persuasiveness	2	4	6	8	10
Delivery					
Tone & Volume	2	4	6	8	10
Enthusiasm	2	4	6	8	10
Manner & Appearance	2	4	6	8	10
Professional Image					
Professional Attire	1	2	3	4	5
Overall Impression					
Hired?	No (3)	No, not at this time, but would keep in mind (6)	Yes, appropriate fit (9)	Yes, great fit (12)	Yes, strong fit (15)
SCORE					
SUBTOTALS					

Bonus Points		
Level of Difficulty	CEO & Branch Manager	All other roles
	+10	0
TOTAL	/ 100 possible	

Recognition

The winner will be recognized at the **2024 JCI USA Annual Meeting**. The winning material(s) may be used for training or for publication by JCI USA.

Note on Advancement

There is no comparable competition for You're Hired at the JCI Conference of America or JCI World Congress. The highest level of achievement is at the national level. However, participants are eligible to judge JCI USA You're Hired competitions in the future.

Appendices

Appendix A - Sample Questions & Topics

The topics below have been adopted from past JCI USA competitions programming and are provided for training purposes only.

Write-Up Press Release

- Press Release Examples
 - Tell us about a recent chapter event and what impact it has on your members.
 - Tell us about your favorite chapter project and how it benefited your local community.

Essential Elements of an Effective Press Release

- A press release is an effective way to share some good news about an organization, especially your local chapter.
- A well-written press release can help you get the attention of media outlets for the purpose of letting people know about an organization's developments.
- Visit this article to view the key components of a press release.
<https://www.newsvoir.com/blog/seven-key-elements-press-releases/>

Speak-Up

- Durward Howes (Novice) Speak Up Prepared Examples
 - “I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou
- Durward Howes (Novice) Speak Up Impromptu Examples
 - I once heard ____ but now I believe...
- Master's Speak Up Prepared Examples
 - “True originality consists not in a new manner but in a new vision.” - Edith Wharton (What visions do you have for JCI?)

- Master's Speak Up Impromptu Examples
 - I want to inspire people. I want someone to look at me and say, "because of you I didn't give up."

Debate

- Debate Examples
 - Military service should be required of all US citizens.
 - All citizens should be able to obtain a minimal level of social support and well-being (i.e. welfare).
 - JCI USA should eliminate state organizations.
 - All citizens should be required to complete a specified number of hours of service to humanity annually.
 - Random drug testing for illegal substances should be required to receive unemployment assistance.

Appendix B - Preparation Tips for You're Hired

Online Professional Networking Profile

- Start by utilizing the scoring rubric as a checklist to make sure all sections are available and visible.
- Visit this article with items to look for and help you build your profile.

<https://theundercoverrecruiter.com/perfect-linkedin-profile/>

- This website will give you tips on profile pictures, headline, how to speak to your audience through the details and more! Project and volunteer activities is the section where you should highlight your JCI achievement in detail.

Past Award Winners Networking Profile

- 2018* – Jessica Haynes (MI) – <https://www.linkedin.com/in/haynesjessica/> **Contents may have changed over time.*

Advocacy/Recruitment Video

- What is an elevator pitch?
 - An advocacy/recruitment speech is a brief, persuasive speech that you use to spark interest in what your organization does.
 - A good speech should last no longer than 50 to 60 seconds (or the time to ride an elevator).
 - They should be interesting, memorable, succinct and have call-to-action.
- Options for submitting:
 - You can record a video on your phone or other sources and upload the file to YouTube or a Dropbox/One Drive/Google Drive and share that link with your final submission form.
- How to create an advocacy/recruitment pitch:
 - Determine what your goal/call to action of the pitch is – to donate, to join, to promote? Your choice!
 - Describe the organization
 - Showcase your unique selling proposition – What is unique about JCI?
 - Share your skills or how the organization has helped you
 - Special highlights – share any milestones that might excite your

audience to convince them of your call to action

- Practice, Practice, Practice!
- Other things to consider: Your visual appearance, surrounding, lighting and volume. Make sure the audience can see and hear you clearly.

Past Award Winners Elevator Pitch

- 2018 – Jessica Haynes (MI) – <https://youtu.be/w2cSnJHmM-U>

Panel Interview

- General Tips
 - Know not just how the position works but the company that surrounds it. Know what sets that organization apart from other similar ones.
 - Match skills: Be prepared to match your own skill set with the job requirements and how you will communicate that through the interview.
 - Create a goal of what you want the interviewers to know about you: Outline 2-3 things you want them to know and you can mentally check off by the end of the interview.
 - Use examples: Be specific. They have seen your qualifications on your profile but turn those into specific accomplishments/examples.
 - Ask questions: Think of one to two questions you would ask the interviewer about the position/company/future goals for the position.
 - Express your personality!
- Pre-Interview Preparation
 - Practice with a friend prior to competition
 - Predetermine how to professionally dress. If you have questions on attire, reach out to the JCI USA Skills Development Committee for clarity.
 - A day or two before the interview, practice with a friend via the selected video conferencing method.
 - Try to aim for an hour or two before your scheduled time to determine how lighting may work for you on the day of the interview.

- Confirm with your friend that the area in which you are recording is free from clutter and is appropriate – on the desk and the area behind you.
- Dress as if you would be doing the interview in-person. This will put you in the right mind frame. Keep your attire neat and professional.
- Turn off all cell phones, notifications on your computer, and be sure the technology that you are using is updated prior to using it for the interview.

- Interview Question Examples

- What are your greatest strengths/weaknesses?
- Tell us about a time when you worked well on a team.
- Have you ever had to take charge of a project to get it done on time?
- What is your typical role in a group?
- How do you teach others?
- What aspect of this position interests you most?
- What can you do for our organization?

Appendix C - Advancement to International Competitions

Refer to the Advancement to International Competitions section for more information.

International Advancement Chart

Category	Conference of America	World Congress
Write-Up Novice	No	No
Write-Up Exhibition	No	No
Speak-Up Novice	No	No
Speak-Up Master's	Yes	Yes
Speak-Up Exhibition	No	No
Debate	Yes	Yes
You're Hired	No	No

Appendix D - Reference Chart on Entry Fees

Refer to the Competitor Registration section for more information on competitor registration. Entries received after the published deadline may be subject to late fees.

Category	Entry Fee	Registration Deadline
Write-Up Novice	\$25	08/18/2024
Write-Up Exhibition	\$0	08/03/2024
Speak-Up Novice	\$25	08/25/2024
Speak-Up Master's	\$25	08/25/2024
Speak-Up Exhibition	\$0	08/03/2024
Debate	\$25	08/25/2024
You're Hired	\$25	08/18/2024

Appendix E - National Competitions Committee

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