

# UNDERSTANDING THE JUDGING PROCESS



Enactus believes that the more knowledge teams have of their assessment process, the better-prepared and successful they can be. In an effort to provide insight on this, the following illustrates an outline of the judging process at all competitions.

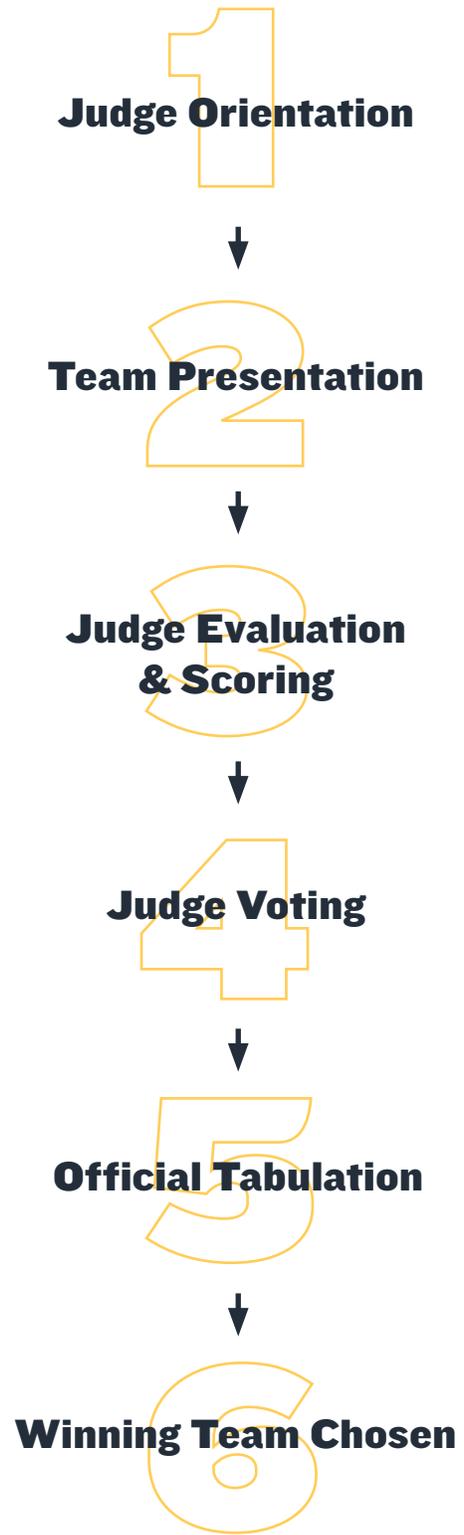
Judges are taken through an in-depth orientation process, during which they are introduced to the overall program and trained on how to best evaluate the competing teams in-line with the judging criterion. Faculty Advisors are welcome to attend the judge orientation as observers.

Each judge agrees to the Judges' Oath, committing to providing fair and quality assessments of the teams' overall programs.

During each presentation, judges will assess the quality and sustainability of the team's initiatives and its impact in relation to the judging criterion, using the Individual Team Evaluation Form (ITEF) to take notes and select assessment ratings. The ITEF is used as the key assessment tool during presentations and also serves as the primary form of feedback to teams on their performance.

Judges use the Cumulative Evaluation Form (CEF) to actually assess teams. This form serves as the guide and key deciding factor in making their final decisions on rankings.

One or more veteran judges serves as the League Coordinator. Their role is to facilitate the competition process in the league, ensuring that the team presentations begin on time and that all judges are present for all the presentations. Judges must be present for all presentations in order for their votes to be counted during the scoring process.



At the conclusion of the last presentation, judges cast their votes based on their rankings on the CEF. Individual votes per team and per placement are then counted and mathematically tabulated to arrive at the winning teams. This tabulation process is annually audited and monitored by KPMG. No ties are allowed. Enactus utilizes a uniform tiebreaking process globally should a tie occur.

1. First, judges vote between the tied teams only. No conversation or debate should take place among the judges. If the tie is broken, no additional actions are needed. Scoring is complete.
2. Second, League Coordinator(s) and/or Enactus staff members review the total number of 1st, 2nd, 3rd, 4th, etc. votes until one of the tied teams has a higher number of votes in the higher ranking slot. If the tie is broken, no additional actions are needed. Scoring is complete.
3. Third, League Coordinator(s) and/or Enactus staff members explain to the judges that they will be permitted to discuss and deliberate for up to 10 minutes on which of the tied teams should be higher ranked. After 10 minutes (or sooner if the discussion has concluded) the Enactus staff member and League Coordinator will lead a re-vote between the tied teams. Scoring is complete when no ties remain.

#### **Important Notes**

- The voting and scoring process is a closed session – open only to judges and led by the trained League Coordinator(s) and/or Enactus staff members.

- Judges are not permitted to consult with one another or influence the votes of others. Neither are they permitted to hold discussions or consult with Enactus staff. Please see the tie-breaking process for exceptions to this policy.
- Although teams will be assessed and evaluated on their programs and not presentations, Enactus does permit judges to offer feedback on Annual Reports and audio-visual presentations. However, the feedback does not influence the competition results.
- All voting results are reviewed and verified by Enactus staff using an official scoring process and score verification grid provided by Enactus.

#### **Assessment Definitions**

- **INSUFFICIENT** (equivalent to no impact): No evidence of activity, no connection to sustainable change
- **FAIR** (equivalent to low impact): Some evidence of activity, but little connection to sustainable change
- **GOOD** (equivalent to medium impact): Evidence of activity, with some connection to sustainable change
- **VERY GOOD** (equivalent to high impact): Evidence of activity, empowering the target audience to improve their livelihoods
- **EXCELLENT** (equivalent to exceptional impact): Clear evidence of activity, leading to systematic/habitual change that has significantly empowered the target audience to improve their livelihoods in an economic, social and environmentally sustainable way

## **PREPARATION TIPS**

### **Understand the Judging Criterion**

This sounds so simple, but before you start working on your presentation make sure that you fully understand what you will be evaluated on during the competition! Review the relevant resources provided by your country office. Remember that we only have ONE holistic judging criterion and your goal is to show how your team has best met that overall criterion.

### **Know the Expectations of the Judges**

Study the Judge Reference Materials (including the Judge Orientation Video). Numerous tools and resources are available to help you understand competition from the perspective of a judge.

### **Use the Language & Structure of the Individual Team Evaluation Form (ITEF)**

Consider integrating some of the language used on the ITEF into your presentation script. Also consider using a presentation structure which is linked to the judging elements on the ITEF. This may create a

better and more fluid presentation, making it easier for the judges to follow your story in a logical and organized manner.

### **Focus on Outcomes!**

Enactus competitions are about results achieved in the field. Make sure you show how your projects have really empowered people to improve their livelihoods.

### **But...Explain Your Method**

However, you do need to spend time explaining how you arrived at those outcomes. The judging criterion encompasses several essential elements that should be featured in any successful project. Judges want to hear what strategy (and/or tactics) you employed and which evaluation tools you used to successfully conduct your projects and track impact.

### **Simplify Things**

Keep the structure of your presentation as simple as possible. Imagine you had only one minute to explain your project to

someone; what would you tell them? Starting from this basic premise will help to ensure that you explain the core of what your project is about.

### **Streamline the Number of Projects Presented**

Although your team may have a large portfolio of projects, you are not obliged to talk about all of those projects in your presentation. In most cases, it is probably better to cover fewer projects so you can allocate sufficient time explain them fully and in detail than to try to explain too many but to fail to get your point across.

### **Tell the Story of One Individual**

Personalize your project stories. Judges would like to know what the individuals in your projects experienced. How has your project changed the lives of your participants? What was their situation before and after your project? Try to show in your presentation how the people you impacted are now enjoying improved livelihoods because of your project. Include testimonials.

### **Be Clear about Your Partnerships**

If your team has worked in partnership with other organizations or other Enactus teams, it is important that you clearly indicate exactly what your role has been during the different stages of this project. Judges need to understand what your added value has been, versus what your project partners have contributed.

### **Practice Makes Permanent**

Practice your presentation as much as possible. Use your BAB members, fellow team members, Faculty Advisor(s) and/or your institutional administrators as 'judges' in mock presentations. This will help your presentation team build confidence and their feedback will help to inform changes you will need to make to the presentation. Practicing instills more 'permanent' (not necessarily 'perfect') behaviors and approaches.

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## **Important – What Enactus is not about:**

- Enactus is not a competition about which team recruited the most students, raised the most money, received the most media coverage, etc. These activities are only relevant to the degree that they enhance your team's ability to fulfill your primary mission of creating economic opportunity for others.
- Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside of their home countries, this mere international activity does not automatically warrant the team additional focus. The judge's focus is on the need, relevance, depth and meaningful impact of your project – regardless of it being abroad or in your home country.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow you to illustrate your focus on the high-quality and meaningful outcomes of your projects.
- Enactus is not focused on inflated results or numbers – quality and depth of impact, outcomes and reach are more valuable.
- Enactus is not a speech or presentation contest. Our competitions are not focused on who gave the best speech or which team had the best group of presenters. It is also not a contest on the best audiovisual effects or most creative annual report.

## **Sharpen Your Presentation Skills**

Watch Roger Love's Eight Great Tips for Enactus Powerful Presentations to help find your voice!

These short videos tips will take your presentation from good to great. <https://enactus.wistia.com/projects/zk176qyl0h>