## National ProStart Invitational
### 2020 Judging Rubric – Management Competition

### Check-In

**Description of Check-In Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
<th>Submissions and Uniforms</th>
</tr>
</thead>
</table>
| 5     | Includes all required elements | All required elements are correctly submitted, separated, and stored. 
|       |               | All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
| 4     | Includes all required elements | Most required elements are correctly submitted, separated, and stored. 
|       |               | All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
| 3     | Includes most required elements | Some required elements are correctly submitted, separated, and stored. 
|       |               | All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
| 2     | Includes some required elements | Most required elements are incorrectly submitted, separated, or stored. 
|       |               | Submits incomplete check-in materials multiple times. 
|       |               | Most uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
| 1     | Missing several required elements | No required elements are correctly submitted, separated, or stored. 
|       |               | Submits incomplete check-in materials multiple times. 
|       |               | Not in uniform, or uniform does not meet regulations |

### Special Notes

- If any team does not submit required materials in completion, or fails to check in by the required time without prior notification to NRAEF staff, the team will be disqualified.
- Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Judges will not provide feedback on content at this time, and will only notify teams of completion status.
- Judging and scoring is based on the initial check-in by the team.
  - Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  - The team will be assessed an additional penalty for each failed submission.
- Items not submitted by close of check-in time will not be accepted at a later time.
# National ProStart Invitational
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### Concept

**Description of Concept Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 9-10  | Includes all required elements  
Very easy to read and follow  
Tells complete story of concept |
| 7-8   | Includes all required elements  
Easy to read and follow  
Tells mostly complete story of concept |
| 5-6   | Includes most required elements  
Somewhat easy to read and follow  
Difficult to discern story of concept |
| 3-4   | Includes some required elements  
Somewhat difficult to read and follow  
Very difficult to discern story of concept |
| 1-2   | Missing several required elements  
Difficult to read and follow  
Unable to discern story of concept |

### SWOT Analysis Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 9-10  | Includes all required elements  
Very easy to read and follow  
Demonstrates full understanding of concept and challenges |
| 7-8   | Includes all required elements  
Easy to read and follow  
Demonstrates adequate understanding of concept and challenges |
| 5-6   | Includes most required elements  
Somewhat easy to read and follow  
Demonstrates some understanding of concept and challenges |
| 3-4   | Includes some required elements  
Somewhat difficult to read and follow  
Demonstrates little understanding of concept and challenges |
| 1-2   | Missing several required elements  
Difficult to read and follow  
Does not demonstrate understanding of concept and challenges |
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Presentation Skills Score

5  Excellent ability to sell concept  
    Complete knowledge of concept  
    Very easy to hear and understand

4  Good ability to sell concept  
    Somewhat complete knowledge of concept  
    Easy to hear and understand

3  Limited ability to sell concept  
    Limited knowledge of concept  
    Able to hear and understand

2  Limited ability to sell concept  
    Limited knowledge of concept  
    Difficult to hear and understand

1  Unable to sell concept  
    Unable to discern story of concept  
    Very difficult to hear or understand

Q&A – Depth of Knowledge Score

5  Demonstrates full understanding of restaurant concept and subject matter

4  Demonstrates adequate understanding of restaurant concept and subject matter

3  Demonstrates some understanding of restaurant concept and subject matter

2  Demonstrates little understanding of restaurant concept and subject matter

1  Does not demonstrate understanding of restaurant concept and subject matter
Critical Thinking

Teamwork Score

5  Team can answer all questions with assurance and confidence  
   Team collaborates effectively and in a timely manner  
   Teams relates all answers directly to concept

4  Team can answer most questions with assurance and confidence  
   Team collaborates effectively and in a timely manner  
   Teams relates most answers directly to concept

3  Team struggles to answer questions w/ assurance & confidence  
   Team sometimes collaborates effectively and for extended time  
   Teams relates some answers directly to concept

2  Team answers few questions with assurance and confidence  
   Team cannot collaborate effectively or in a timely manner  
   Teams relates few answers directly to concept

1  Team answers few to no questions with assurance and confidence  
   Team does not collaborate  
   Teams cannot relate all answers to concept

Presentation Skills Score

5  Excellent ability to sell concept  
   Complete knowledge of concept  
   Very easy to hear and understand

4  Good ability to sell concept  
   Somewhat complete knowledge of concept  
   Easy to hear and understand

3  Limited ability to sell concept  
   Limited knowledge of concept  
   Able to hear and understand

2  Limited ability to sell concept  
   Limited knowledge of concept  
   Difficult to hear and understand

1  Unable to sell concept  
   Unable to discern story of concept  
   Very difficult to hear or understand
# National ProStart Invitational
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### Q&A – Depth of Knowledge Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Demonstrates full understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>4</td>
<td>Demonstrates adequate understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>3</td>
<td>Demonstrates some understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>2</td>
<td>Demonstrates little understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>1</td>
<td>Does not demonstrate understanding of restaurant concept and subject matter</td>
</tr>
</tbody>
</table>

### Category Scenarios Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 9-10  | Complete knowledge of critical thinking category  
Excellent and realistic solution to scenario  
All responses directly related to concept |
| 7-8   | Complete knowledge of critical thinking category  
Good and realistic solution to scenario  
Most responses directly related to concept |
| 5-6   | Mostly complete knowledge of critical thinking category  
Good and somewhat realistic solution to scenario  
Most responses directly related to concept |
| 3-4   | Some knowledge of critical thinking category  
Acceptable and some realistic solutions to scenario  
Some responses directly related to concept |
| 1-2   | Incomplete knowledge of critical thinking category  
Unrealistic solution to scenario  
Little to no responses directly related to concept |
Marketing

Matches Concept Score

5. All tactics strongly match and support concept
   Complete descriptions of each tactic
   Target markets, and tactic goals are well defined and defended

4. All tactics strongly match and support concept
   Mostly complete descriptions of each tactic
   Target markets, and tactic goals are defined and defended

3. Tactics mostly match and support concept
   Somewhat complete descriptions of each tactic
   Target markets, and tactic goals are somewhat defined and defended

2. Tactics somewhat match and support concept
   Incomplete or missing descriptions of each tactic
   Target markets, and tactic goals are not well defined and defended

1. Tactics do not match and support concept
   Tactic descriptions and explanations are missing
   Target markets, and tactic goals are not complete

Return on Investment Score

5. ROI analysis is thorough and well considered
   Includes realistic goals and numbers

4. ROI analysis is included and well considered
   Includes somewhat realistic goals and numbers

3. ROI analysis is somewhat well considered
   Includes somewhat realistic goals and numbers

2. ROI analysis is missing or incomplete
   Includes unrealistic goals and numbers

1. ROI analysis is missing or incomplete
   Does not include goals and numbers

Tactic Budgets Score

5. All budgets are complete
   All budgets include all necessary details
   All budgets are realistic for concept and target market

4. Most budgets are complete
   Budgets include most necessary details
   Budgets are somewhat realistic for concept and/or target market

3. Budgets are incomplete (some items missing)
   Budgets include few necessary details
   Budgets are not realistic for concept and/or target market
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<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Budgets are incomplete (some items missing)</td>
</tr>
<tr>
<td></td>
<td>Budgets include few necessary details</td>
</tr>
<tr>
<td></td>
<td>Budgets are unrealistic for concept or target market</td>
</tr>
<tr>
<td>6</td>
<td>Budgets are incomplete (some items missing)</td>
</tr>
<tr>
<td></td>
<td>Budgets include no details</td>
</tr>
<tr>
<td></td>
<td>Budgets are completely unrealistic for concept or target market</td>
</tr>
<tr>
<td>5</td>
<td>Each tactic has a detailed sample or depiction</td>
</tr>
<tr>
<td></td>
<td>Samples match tactic, budget, and concept very well</td>
</tr>
<tr>
<td></td>
<td>Samples match description of tactic</td>
</tr>
<tr>
<td>4</td>
<td>Each tactic has a somewhat detailed sample or depiction</td>
</tr>
<tr>
<td></td>
<td>Samples mostly match tactic, budget, and/or concept very well</td>
</tr>
<tr>
<td></td>
<td>Samples mostly match description of tactic</td>
</tr>
<tr>
<td>3</td>
<td>Most tactics have a detailed sample and/or depiction</td>
</tr>
<tr>
<td></td>
<td>Some samples match tactic, budget, and/or concept well</td>
</tr>
<tr>
<td></td>
<td>Some samples match description of tactic</td>
</tr>
<tr>
<td>2</td>
<td>Few tactics have a detailed sample or depiction</td>
</tr>
<tr>
<td></td>
<td>Few samples match tactic, budget, or concept very well</td>
</tr>
<tr>
<td></td>
<td>Few samples match description of tactic</td>
</tr>
<tr>
<td>1</td>
<td>No tactics have detailed samples or depictions</td>
</tr>
<tr>
<td></td>
<td>Samples do not match tactic, budget, or concept</td>
</tr>
<tr>
<td></td>
<td>Sample does not match description of tactic</td>
</tr>
</tbody>
</table>

**Marketing Samples Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Tactics show innovative approach to launching concept</td>
</tr>
<tr>
<td></td>
<td>Tactics show creative design elements</td>
</tr>
<tr>
<td>4</td>
<td>Most tactics show innovative approach to launching concept</td>
</tr>
<tr>
<td></td>
<td>Most tactics show creative design elements</td>
</tr>
<tr>
<td>3</td>
<td>Some tactics show innovative approach to launching concept</td>
</tr>
<tr>
<td></td>
<td>Some tactics show creative design elements</td>
</tr>
<tr>
<td>2</td>
<td>Few tactics show innovative approach to launching concept</td>
</tr>
<tr>
<td></td>
<td>Few tactics show creative design elements</td>
</tr>
<tr>
<td>1</td>
<td>No tactics show innovative approach to launching concept</td>
</tr>
<tr>
<td></td>
<td>No tactics show creative design elements</td>
</tr>
</tbody>
</table>
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**Presentation Skills Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5     | Excellent ability to sell concept  
                     Complete knowledge of concept  
                     Very easy to hear and understand |
| 4     | Good ability to sell concept  
                     Somewhat complete knowledge of concept  
                     Easy to hear and understand |
| 3     | Limited ability to sell concept  
                     Limited knowledge of concept  
                     Able to hear and understand |
| 2     | Limited ability to sell concept  
                     Limited knowledge of concept  
                     Difficult to hear and understand |
| 1     | Unable to sell concept  
                     Unable to discern story of concept  
                     Very difficult to hear or understand |

**Q&A – Depth of Knowledge Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Demonstrates full understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>4</td>
<td>Demonstrates adequate understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>3</td>
<td>Demonstrates some understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>2</td>
<td>Demonstrates little understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>1</td>
<td>Does not demonstrate understanding of restaurant concept and subject matter</td>
</tr>
</tbody>
</table>

**Marketing Poster Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5     | Sample is clearly displayed on poster  
                     Samples match description of tactic |
| 4     | Sample is included on poster  
                     Most samples match description of tactic |
| 3     | Sample is included on poster  
                     Some samples match description of tactic |
| 2     | Sample is not included on poster  
                     Few samples match description of tactic |
| 1     | Sample is not included on poster  
                     Samples does not match description of tactic |
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Costing

Recipes, Costing, and Pricing Score

5  Recipe and costing are on official template
Recipe costing calculations are correct and complete, using 33% food cost
Recipes presented represent a full menu item
All sources are properly acknowledged using MLA formatting

4  Recipe and costing are on official template
Recipe costing calculations are mostly correct and complete, using 33% food cost
Recipes presented represent a full menu item
All sources are properly acknowledged using MLA formatting

3  Recipe and costing are on official template
Recipe costing calculations are incorrect, or do not use 33% food cost
Recipes presented may represent a full menu item
All sources are properly acknowledged using MLA formatting

2  Recipe and costing are mostly on official template
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost
Recipes presented may or may not represent a full menu item
All sources are properly acknowledged using MLA formatting

1  Recipe and costing are not official template
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost
Recipes presented do not represent a full menu item
All sources are properly acknowledged using MLA formatting
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Menu

Matches Concept Score

5  Fully matches and enhances concept
    All menu items support concept
    Very good sample of appropriate menu mix

4  Matches and enhances concept
    Most menu items support concept
    Good sample of appropriate menu mix

3  Stretches to match and/or enhance concept
    Some menu items support concept
    Incomplete sample of appropriate menu mix

2  Does not match or enhance concept
    Few menu items do not support concept
    Lacking sample of appropriate menu mix

1  Does not match or enhance concept
    Menu items do not support concept
    Lacking sample of appropriate menu mix

Description of 12 Items Score

5  Complete descriptions of all menu items
    Descriptions are well thought out
    Descriptions are inviting and sell the items

4  Mostly complete descriptions of all menu items
    Descriptions are somewhat well thought out
    Descriptions are somewhat inviting and sell the items

3  Incomplete descriptions of menu items
    Descriptions are not well thought out
    Descriptions are not inviting; do not sell the items

2  Inadequate descriptions of menu items
    Descriptions are not well thought out
    Descriptions are not inviting; do not sell the items

1  Missing descriptions of menu items
    Descriptions are not well thought out
    Descriptions are not inviting; do not sell the items
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### Menu Samples Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Menu is very clear and very easy to read</td>
</tr>
<tr>
<td>4</td>
<td>Menu is clear and easy to read</td>
</tr>
<tr>
<td>3</td>
<td>Menu is not clear and/or not easy to read</td>
</tr>
<tr>
<td>2</td>
<td>Menu is not clear and/or not easy to read</td>
</tr>
<tr>
<td>1</td>
<td>Menu is not clear and/or difficult easy to read</td>
</tr>
</tbody>
</table>

### Photos Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Menu item is presented in appealing and appetizing manner</td>
</tr>
<tr>
<td>4</td>
<td>Menu item is presented in appealing and appetizing manner</td>
</tr>
<tr>
<td>3</td>
<td>Menu item is presented in appealing and appetizing manner</td>
</tr>
<tr>
<td>2</td>
<td>Menu item is presented in appealing and appetizing manner</td>
</tr>
<tr>
<td>1</td>
<td>Menu item is presented in appealing and appetizing manner</td>
</tr>
</tbody>
</table>

### Presentation Skills Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Excellent ability to sell concept</td>
</tr>
<tr>
<td>4</td>
<td>Good ability to sell concept</td>
</tr>
</tbody>
</table>
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3
Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand

2
Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand

1
Unable to sell concept
Unable to discern story of concept
Very difficult to hear or understand

Q&A – Depth of Knowledge Score

5
Demonstrates full understanding of restaurant concept and subject matter

4
Demonstrates adequate understanding of restaurant concept and subject matter

3
Demonstrates some understanding of restaurant concept and subject matter

2
Demonstrates little understanding of restaurant concept and subject matter

1
Does not demonstrate understanding of restaurant concept and subject matter

Menu Poster Score

5
Menu is very clear and very easy to read
Menu is laid out in logical manner
Menu presentation and design match concept

4
Menu is clear and easy to read
Menu is laid out in somewhat logical manner
Menu presentation and design match concept

3
Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design match concept

2
Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design somewhat match concept

1
Menu is not clear and/or difficult easy to read
Menu presentation and design match concept
Menu presentation and design do not match concept
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**Operations**

**Layout Selection & Floorplan Score**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
</table>
| 9-10        | Excellent floor plan; all elements included and noted
               Restaurant scenario selection is creative and enhances concept
               Creative use of space and flow |
| 7-8         | Good floor plan; all elements included and noted
               Restaurant scenario selection enhances concept
               Some creative use of space and flow |
| 5-6         | Acceptable floor plan; most elements included and/or noted
               Restaurant scenario selection matches concept
               Little creative use of space and flow |
| 3-4         | Incomplete floor plan with many elements missing
               Restaurant scenario selection somewhat matches concept
               Confusing use of space and flow |
| 1-2         | Incomplete floor plan with many elements missing
               Restaurant scenario selection does not enhance concept
               Confusing use of space and flow |

**Interior & Decor Score**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5           | Matches and enhances concept
               Complete description of interior and décor
               Easily identifiable samples/pictures provided |
| 4           | Somewhat matches and enhances concept
               Complete description of interior and décor
               Some identifiable samples/pictures provided |
| 3           | Does not match and/or enhance concept
               Description of interior and décor confusing
               Difficulty in identifying samples/pictures provided |
| 2           | Does not match or enhance concept
               Description of interior and décor lacking
               Not complete samples/pictures |
| 1           | Does not match or enhance concept
               Description of interior and décor lacking or missing
               Samples/pictures not included |

**Organizational Chart Score**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5           | Staffing plan matches and is appropriate for concept
               Chart is very easy to read and follow |
| 4           | Staffing plan somewhat matches and is appropriate for concept
               Chart is easy to read and follow |
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<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 3     | Staffing plan somewhat matches and is appropriate for concept  
       | Chart is difficult to read and follow |
| 2     | Staffing plan does not match or is not appropriate for concept  
       | Chart is poorly designed |
| 1     | Staffing plan does not match or is not appropriate for concept  
       | Chart is incomplete or missing |

**Presentation Skills Score**

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5     | Excellent ability to sell concept  
       | Complete knowledge of concept  
       | Very easy to hear and understand |
| 4     | Good ability to sell concept  
       | Somewhat complete knowledge of concept  
       | Easy to hear and understand |
| 3     | Limited ability to sell concept  
       | Limited knowledge of concept  
       | Able to hear and understand |
| 2     | Limited ability to sell concept  
       | Limited knowledge of concept  
       | Difficult to hear and understand |
| 1     | Unable to sell concept  
       | Unable to discern story of concept  
       | Very difficult to hear or understand |

**Q&A – Depth of Knowledge Score**

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<td>Demonstrates some understanding of restaurant concept and subject matter</td>
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<tr>
<td>2</td>
<td>Demonstrates little understanding of restaurant concept and subject matter</td>
</tr>
<tr>
<td>1</td>
<td>Does not demonstrate understanding of restaurant concept and subject matter</td>
</tr>
</tbody>
</table>