

CONSUMER DECISION MAKING CONTEST

Information & Guidelines

EVENT INFORMATION

The Consumer Decision Making Contest is a competitive event that enables 4-H members to practice making decisions based on information about a situation and four available marketplace options. This contest is an opportunity to practice marketplace skills and compare decisions with a panel of judges who are knowledgeable about today's marketplace and the goods and services available.

The 2023-2024 District 11 Consumer Decision Making Contest will be held at the District 11 4-H Spring Spectacular on April 4-5, 2024 at Victoria College Emerging Technology Complex. A full schedule will be released with Spectacular information.

CONTEST OBJECTIVES

As a result of participating in the Consumer Decision making Contest, 4-H members will:

- Demonstrate skill in making decisions based on facts;
- Apply knowledge and experience in consumer education by analyzing consumer situations;
- Experience making choices among selected marketplace options;
- Develop and strengthen their reasoning ability in consumer skills;
- Demonstrate their ability to organize thoughts and express them orally in a clear, confident manner.

ELIGIBILITY

No limit is set for team entries per age division from each county participating in the District Consumer Decision Making (CDM) Contest. If a county does not have a team entering the CDM contest, the county may send one or two individual contestants for that age division. Three individuals in the same age division must be declared as a team. Each individual must register on 4-H online.

TEAM COMPOSITE

A Consumer Decision Making Team is made up of three (3) to four (4) members. All team members must be enrolled in 4-H and actively participating as a 4-H member. Team designations will be made upon arrival at the contest.

STATE QUALIFIERS (SENIORS ONLY)

Senior 4-H members are the only age division eligible to qualify for Texas 4-H Roundup. To be eligible for state participation, 4-H'ers must participate at the district competition. The teams and individuals that place first, second and third at district will be eligible to compete at Texas 4-H Roundup in June.

TEAM AND HIGH POINT INDIVIDUALS

The three high scoring individuals in the district contest may participate in the state contest, as individuals, if (and only if) their team does not advance to Texas 4-H Roundup. To further clarify, if the three high point individuals at the district contest are members of the first, second or third place teams, no individual entries will be accepted from the district. A 4-H member can only advance as an individual if the team does not!

CONTEST CATEGORIES

To prepare for the contest, 4-H members should refer to the 2023-2024 4-H Consumer Decision Making Guides. These study guides and additional resources are available on the web at: <https://texas4-h.tamu.edu/events/roundup/>

The following study guides are available on the Texas 4-H Consumer Decision Making Study Guide. Classes will be chosen from the following lists for all age divisions for District 11 Contests. A mystery class may also be given.

- Athletic Shoes
- Activewear
- Headphones/Earbuds
- Professional Dress
- Tablets
- Wireless Portable Speakers
- Fitness Equipment
- Grocery Meats
- Televisions
- Dental Products
- Outdoor Equipment
- Outdoor Backpacks

CONTEST PROCEDURE

Pre-Contest:

- Participant orientation will be conducted. Following participant orientation, contestants will be divided into judging groups according to contestant numbers. Contestants will remain in these groups throughout the judging of classes, rotating through six classes. Contestants must remain with assigned group throughout the entire contest, including the study period prior to oral reasons presentation.
- Non-participants will be asked to leave the contest area following orientation.

Judging of Classes:

- Contestants will have seven minutes to judge a class. A two-minute warning will be given prior to time. At the end of seven minutes, participants will no longer be able to see the class they were working on.
- One minute is allowed between classes.
- To indicate the ranking of items in each class, contestants should very carefully fill in the appropriate bubble which appears next to the appropriate placing on the Scantron. No Scantrons will be returned for corrections to be made and/or if the Scantron is completed incorrectly.
- No talking is permitted, and contestants may not leave the room while the contest is in progress. Contestants will be given one warning for talking. Thereafter, points will be deducted from the placing score, two (2) points for each reprimand.

Reasons:

- Juniors will NOT give oral reasons.
- Intermediates are required to give oral reasons on one class.
- Seniors are required to give oral reasons on two classes.
- Reasons will be given in the scheduled order approximately 15 minutes after all classes have been judged.
- Two minutes are allowed for each set of reasons. Because some contestants may not take all of the allocated time for giving reasons, the next scheduled contestant should be ready as soon as the room monitor signals that the judges are ready.

- Intermediate contestants may use a reason note card while giving oral reasons to judges but should only refer to the card when necessary.
- Seniors may not use a reason note card while giving oral reasons to judges. If so, scoring for oral reasons will begin at 30 points (instead of 50).
- Contestants who are waiting to give oral reasons must remain in the assigned study room/area. No talking is permitted, and quiet is required so that all contestants can concentrate.
- Upon completion of judging and giving all required oral reasons, contestants may be excused from the site.
- Contestants who leave the contest site before giving all oral reasons will receive a score of zero (0) for reasons.

AWARDS

Awards will be given directly after the contest when tabulation is complete.

All members of 1st through 3rd place teams in each age division will receive a plaque or similar award.

High point individuals in each age division will receive a plaque or similar award. Individuals placing 2nd through 5th in each age division will receive a rosette. Additional placings may receive rosettes if they are available.