

Judges' Oath

On my honor, I agree to serve today as an official judge of a SIFE competition in a completely fair and impartial manner. I personally commit to this responsibility with no previous conflicts of interest or predetermined expectations for the outcome of the competition.

I will make my evaluations based entirely on the teams' presentations and written reports using only the judging criterion provided to me. And I will make my judging decisions independently, with integrity and without regard as to the institutions, communities or countries represented by these teams.

Quick Reference Guide

Part 1: Understanding SIFE

The Organization

- Founded in 1975, SIFE (Students In Free Enterprise) is an international non-profit organization dedicated to bringing together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business.
- There are more than 48,000 students actively participating in SIFE programs at more than 1,500 college and university campuses in 39 countries.
- With the support and encouragement of their faculty advisors and a local Business Advisory Board, SIFE students apply business concepts to develop community outreach projects that improve the quality of life and standard of living for people in need.
- SIFE teams' projects address a variety of topics and issues, with their primary focus on effectively empowering people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living, all while considering the relevant economic, social and environmental factors.
- The connections made possible through the SIFE network are benefiting individuals and communities around the world while fostering an environment for personal and professional development among the participants.

The Individual SIFE Team

- SIFE teams are organized by individual university campuses. There are intentionally very few rules or procedures established by SIFE Worldwide for how these teams are organized and structured. Some teams will have one faculty advisor and others will have several; some teams will have a large number of student participants and others will have a small number; some teams will establish eligibility requirements for membership on the team and others will offer membership to any interested student; some teams will have a very complex organizational structure with multiple officer positions and others will have a very flat structure; some teams will have arranged for SIFE students to receive academic credit and others have not, etc.
- Every institution is unique, as is the community it serves, thus the flexibility in organization allows each university to organize and structure its SIFE team in a manner that best fits its faculty, student

and community needs. This same flexibility applies to each team's efforts through their projects.

- The only parameters that SIFE Worldwide places on project activity is that teams' programs should be designed to address the SIFE Judging Criterion:

Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

Beyond this, questions as to how many projects teams choose to do, which audiences they target their outreach efforts toward, whether they design original educational material or use predesigned material, etc., are all left to the discretion of each team.

The Competition

- The SIFE program year ends with the overall competition. This process provides teams with the opportunity to present their outreach projects to a panel of judges who assess and evaluate those projects and determine which teams had the most impact improving the quality of life and standard of living for members of their community.
- This competitive process creates a "best-practice" sharing environment and fosters a healthy spirit of competition, which encourages and rewards excellence.
- Every country that operates a SIFE program, at minimum, organizes a national competition from which one institution is named national champion and advances to compete at the SIFE World Cup. Countries that operate large SIFE programs may host a series of regional competitions to narrow down the number of teams eligible to compete at their national competition.
- In every country around the world, and at each level of the overall competition, the format, rules and judging criterion remain the same.

Part 2: Judging Instructions – Competition & Voting Process

Competition Process

Annual Report

This mandatory report must be typed in a legible font and size and should provide an overview of the team's efforts, results and achievements. It may also include information on future plans for growth and expansion. Annual Reports are limited to the dimensions noted below, but can be bound or folded in any manner:

1. Four single sheets of 8 ½" X 11" or A4 size paper with print only on one side of each sheet.
2. Two single sheets of 8 ½" X 11" or A4 size paper with print on both sides of each sheet.
3. One sheet of 11" X 17" or A3 size paper with print on both sides.

Teams should not use folders, report covers, etc. in conjunction with their Annual Reports. If a team uses a cover or back page, it will count as one of their pages.

Annual Reports are distributed to all of the judges during the set-up period as outlined below.

Team Biography

No documentation, materials, gifts or other handouts may be given to any judges with the exceptions of the team's Annual Report and a list of team members, with a brief biography of each team member for possible recruiting purposes. These Team Bios may not exceed five pages (front and back) and are subject to the same dimensions as the Annual Report. Team Bios may not be placed inside the Annual Reports and must be distributed to the judges as a separate document.

Live Presentation

Each competing team will have a 37-minute time block to deliver a live audiovisual presentation to the judges. After the team is formally introduced, the structure of this time block will be:

- Equipment set-up and Annual Report distribution – 7 minutes
- Live audiovisual presentation – 24 minutes
- Question and answer session – 5 minutes
- Dismantle equipment and exit room – 1 minute

Project Verification Form

Every team must request their faculty advisor, one student and one administrator (e.g., dean, department chair or institution president) to review the Annual Report and sign the Project Verification Form.

If a team's faculty advisor is also an administrator, the form must be signed by another administrator.

The Project Verification Form is to be submitted only once per year and serves as an internal audit of projects and activities at all levels of SIFE competition: regional, national, continental and at the SIFE World Cup.

Voting Process

After all the teams in your league have concluded their presentations, the voting process will occur as follows:

1. Start by taking a few minutes to review and make any additional comments on the Individual Team Evaluation Forms. Please remember, your comments will be the only formal review that the team receives of their activities so please do your best to complete these forms thoroughly and try to offer feedback that is constructive in nature and provides suggestions for how the team can improve.
2. Once you have completed the Individual Team Evaluation Forms for all the teams, you will transfer the Overall Assessment Marks (E, VG, G, or I) from the Individual Team Evaluation Form to the Cumulative Evaluation Form for each of the elements.
3. You will then use these marks for guidance to rank each team, with #1 being the team you think did the best overall job of fulfilling the judging criterion, #2 being the second, and so on. You must give every team a different ranking as no ties are allowed.

Please note: Although the Overall Assessment Marks should influence your final decisions, there are no mandated formulas on the quantity of E's, VG's, G's, or I's that must equal a ranking of first place, second place, etc. In fact, you may likely have multiple teams that receive the exact Overall Assessments. Regardless, your primary focus during final ranking should be on each team's overall program and how effectively they fulfilled the judging criterion, given the parameters described in the judge orientation video. The Overall Assessment Marks are meant only as a guide in helping to offer a framework and inform what is ultimately your decision on final rankings.

4. After all judges have completed their Cumulative Evaluation Forms, the League Coordinator will instruct you on the remainder of the voting process.

Final results will be announced at an awards ceremony, which you are invited to attend. Please do not share the results of your league with anyone else.

Part 3: Judging Instructions – Making Your Decision

- The most important activity that SIFE teams engage in is developing projects that address the SIFE Judging Criterion.
- SIFE teams receive very specific training and instruction to focus their efforts toward the SIFE Judging Criterion which has been determined by the SIFE Worldwide Board of Directors.
- Although you may personally believe there are other worthwhile activities that SIFE teams should engage in, or actually hear about other activities from the teams that present to you, please base your judging decisions on how well each team's projects fulfilled the criterion.
- Remember that within the framework of the criterion, teams have complete discretion to choose the audiences they work with. You may hear examples of many different groups that the SIFE teams have targeted their programs toward, such as young people in an affluent suburb, small business owners, villagers in a rural area, low-income individuals, other university students, etc. Although some of the audiences that teams target may appear to have more need than others, you should not automatically give preference to these teams, rather, base your judging decisions on which teams were able to demonstrate impact on the audiences they chose to work with.
- SIFE teams put a tremendous amount of time and energy into the creation of their Annual Report and audiovisual presentation. You will likely see very talented students who are dynamic speakers and who have employed the use of sophisticated technology in their presentation. Teams are certainly encouraged to be as creative as possible with their presentation and we would ask that you not penalize any teams for being too "flashy." However, please do your best to look past the quality of the presentations and base your evaluation on a serious review of the content of the teams' projects.

Important What SIFE is **not** about:

- SIFE 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 enhanced the team's ability to fulfill their primary objective to improve the quality of life and standard of living for others.
- SIFE 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 should not automatically warrant the team additional points. Your focus should always be on the need, relevance, depth and meaningful impact of the project – regardless of it being abroad or in their own countries.
- SIFE is **not** necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.
- SIFE is **not** focused on inflated results or numbers – quality and depth of impact, outcomes and reach are more valuable.
- SIFE 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.

Part 4: Reference Points – Q & A and Level of Impact

Question and Answer Session

Reference Points

The Question and Answer session allows you the opportunity to seek additional insight or clarification on the full scope, depth and impact of the teams' projects.

The following represents some key factors to consider when engaging the team during the Question and Answer session. This list is in no way all-inclusive and you are encouraged to explore all aspects of the team's program and activities.

- Relevant economic, social and environmental factors
- New versus continuing projects
- Extent to which new knowledge was applied by project beneficiaries
- In cases of joint ventures, assess the extent of the team's activities and impact versus those of other project partners
- Distinction between fully completed versus partially completed projects
- Degree of sustainability for projects conducted over long distance
- Type and relevance of measurement tool(s) utilized
- Direct versus indirect impact
- Project outcomes versus outputs
- Distinction between outcomes per project phase versus the overall results
- Historical impact versus current impact versus projected impact

Individual Team Evaluation Form

Level of Impact

INSUFFICIENT (equivalent to low impact): Project(s) activities satisfactorily completed, but had little effect on changing or improving lives

GOOD (equivalent to medium impact): Project(s) gave criterion/issue public attention, gained support and participation of key stakeholders, endorsements/testimonials set forth

VERY GOOD (equivalent to high impact): Project(s) advocated the passage of significant, sustainable change in target audience, attention/support around project clearly advanced, key stakeholders strongly influenced

EXCELLENT (equivalent to exceptional impact): Project(s) clearly provided evidence of systematic/habitual, long-term change that has significantly improved lives of target audience members, has proven sustainable for multiple years and has further solidified commitments from key stakeholders

Note: Each level is contingent upon meeting requirements described in prior level

Note:

OUTCOMES: Benefits or changes for individuals or populations during or after participating in program activities. They are influenced by a program's outputs. Outcomes may relate to behavior, skills, knowledge, attitudes, values, conditions, status, or other attributes. They are what participants know, think, or can do; or how they behave; or what their condition is, that is different following the program.

OUTPUTS: The direct product of program activities, usually measured in terms of volume of work accomplished – for example, the number of classes taught, counseling sessions conducted, educational materials distributed, and participants served.

Understanding the SIFE Criterion

SIFE Judging Criterion:

Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

The following ideas serve as a guide to help SIFE teams and judges better understand the framework and content of the criterion.

Judging Elements

1. What are “relevant economic, social and environmental factors?”

- These three factors are in reference to the triple bottom line concept, (i.e. profits, people, planet) and are meant to illustrate that for a project or initiative to truly be effective and sustainable it must make sense economically as well as socially and environmentally
- Due consideration must be given to the three factors although one or more may have greater relevance in particular circumstances
- To the degree that any of the three factors are relevant to a situation, they should be addressed in an integrated manner as part of the project rather than as separate activities

2. How are people “effectively empowered?”

- By equipping them with the knowledge, skills and/or confidence to move from dependency to self-determination and independence
- By involving them in collaboration and focusing on long-term capacity building

3. Who are “people in need?”

- Broadly interpreted to represent any potential group so long as they are clearly lacking in the particular focus area of the team’s project, which is deemed to be significant and relevant to SIFE’s mission
- Audiences are not limited to simply the poor, disadvantaged, marginalized in society, underprivileged, and/or economically challenged
- A key evaluation is the team’s ability to illustrate the need(s) of the target group(s) they worked with and why they chose to address those needs

4. What is “applying business and economic concepts and an entrepreneurial approach?”

- ‘Business and economic concepts’ is an integrated point clarifying the broad range of activities that can be delivered as project solutions, including all SIFE Topics from the most recent judging criteria and much more
- ‘Business and economic concepts’ should result in the creation of economic opportunities through the application of a business mindset to the project process, content and delivery
- ‘Entrepreneurial approach’ speaks to the manner in which projects are developed and delivered, not necessarily a call to create entrepreneurial ventures
- ‘Entrepreneurial approach’ should result in the demonstration of ‘creativity, innovation and an entrepreneurial culture’ through the SIFE team’s efforts

5. What is considered “quality of life and standard of living?”

- ‘Quality of Life’ - refers to non-material aspects: the social, cultural and emotional circumstances of an individual or target group
- ‘Standard of Living’ - refers to material aspects: the physical, financial and environmental circumstances of an individual or target group
- Improvement of status should be illustrated through the team’s achievement of outcomes (not just outputs, plans or aspirations) that resulted in benefit or betterment of the target group(s)