



**Tennessee
4-H**

Senior High 4-H Consumer Decision-Making Contest 2008

Objectives

As a result of participating in the Consumer Decision-Making Contest, contestants will...



- Demonstrate skills in making decisions based on facts
- Apply knowledge and experience in consumer education by analyzing consumer situations
- Experience making choices among selected marketplace options

**As a result of participating in the
Consumer Decision-Making Contest,
contestants will...**



- Develop and strengthen their reasoning ability in consumer skills
- Demonstrate their ability to organize thoughts and express them orally in a clear, confident manner

Life Skills which can be applied...



- **Ethical Decision-making**
- **Communicating**
- **Achieving Goals**
- **Responsibility**
- **Teamwork**
- **Healthy Lifestyle Choices**

4-H Project Connections



- Consumer Education
- Line and Design/ Clothing
- Computer Technology
- Photography
- Nutrition and Health
- Leadership
- Public Speaking
- Engineering & Safety Science
- Environment and Conservation

2008 Classes



- Classes developed by the Eastern Region
 - Trail foods
 - Rods & Reels
 - Savings accounts
 - Jeans
- Classes developed by the Central Region
 - MP3 players
 - Light bulbs
 - Printing digital photos
 - Place settings

2008 Classes



- Classes developed by the Western Region
 - Backpacks
 - Toys
 - Laundry detergent
 - Sunglasses
- For the Region contests, counties will study the centers developed by the two regions other than their own
- Counties will study 8 centers for the Regional Contest, all 12 will be considered for the state contest
- The selection of the four classes for the Regional Contest will be made by the Regional Program Leader.

Who May Participate?



- Eligible
 - All 4-H members in the 9th-12th grade on January 1 of the year of the Regional Contest
- Teams
 - Can consist of 3 or 4 persons
 - Incomplete teams can compete for individual honors
- Regional Contest
 - Each county can send up to 3 teams
- State Contest
 - Each region can send 4 teams to the state contest

When will contest be held?



- **Western Region September 6**
- **Central Region September 10**
- **Eastern Region September 6**
- **State Contest –Fall Judging October 11**
- **National Contest January 2009**
 - The state winning team will go to the National Contest in Western 4-H Roundup at Denver, Colorado

What does the contest involve?



- **Part I- Place or Ranking (Hornel Slide)**
 - A Situation or Problem is presented
 - Four Articles or Options of one kind will be made available to help solve the situation/problem
 - Students will rank the four given items according to which best meets the need
 - Each class will count 50 points per participant.
 - 10 minutes allowed per class

What does the contest involve?...



- **Part II Oral Reasons**

- Each participant will give oral reasons.
- 4-H'ers will explain to a judge why they decided on a certain placing.
- Each class of reasons will represent 50 points
- Reasons Classes will be designated
- Blank note cards provided
- 10 minutes allowed for studying
- 2 minutes maximum to present oral reasons

What does the contest involve?...



- **Part III Group Think**

- The team is given a situation in the room with a judge
- The team must make a decision on how to solve the problem
- The team is scored based on team participation and the team process
- 10 minutes total time
 - **Suggested time**
 - » **3 minutes read and think through**
 - » **3 minutes to discuss**
 - » **2 minutes to come to consensus/ plan presentation**
 - » **2 minutes to present**

Group Think Score Sheet



- Team Participation 40%
 - Participation
 - Reading
 - Discussing
 - Summarizing
- Team Process 60%
 - Alternatives
 - Criteria
 - Solution
 - Participation

Total Scores



- 50 points for each placing & reasons
- 100 points for Regional Group Think
- 200 points for State/ National Group Think

Regional

4 placing Classes

1 set of reasons

Group Think

State/ National

6 placing Classes

1 set of reasons

Group Think

Consumer Decision Making



Training Suggestions

Suggested Training



- Focus on designated categories
- Use photos, product labels, and/or real items.
- Use resource information provided on-line.
- Teams can help develop scenarios.
- Build notebook /folder of practice classes for future study.



Resources



- The Central Region web site hosts the 4-H Consumer Decision Making Judging web site. Related links can be accessed from that web site.
- Central Region Web Site
 - <http://www.utextension.utk.edu/central/4h/judge/cdm.htm>
- For more information contact your Regional Program Leader or Justin Crowe at the State 4-H Office.