Name ________________________________  County ___________________________  Rating _______

Directions: Check the appropriate column. Comments are helpful to the presenter.

**Exhibition Option:** Career Exploration (CE) ________  Entrepreneurship Exploration (EE) ________

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Demonstrated</th>
<th>Well Done</th>
<th>Exceptional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Knowledge of the Related Industry</strong></td>
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<tr>
<td>1. Can name companies or professionals in the career or business field.</td>
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<td>2. Can explain career/business field trends such as growth, innovations, or recent events</td>
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<tr>
<td>3. Can offer an evaluation (strength &amp; weaknesses) of the career/business field such as challenges, weaknesses, or missed opportunities.</td>
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<tr>
<td><strong>Knowledge of Related Careers/Businesses</strong></td>
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<tr>
<td>1. Awareness of variety of jobs/roles within the exhibited field or business.</td>
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<tr>
<td>2. Has knowledge of salary ranges for related careers</td>
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<td>3. Can describe the required skills and/or education to achieve success in the career or business</td>
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<td>4. Can identify target customer characteristics for exhibited career/business field</td>
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<td>5. (for EE only) Product/service offers something different from competitors</td>
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<td>6. (for EE only) has a plan for acquiring customers “marketing plan”</td>
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<tr>
<td>7. (for EE only) Financial Projections – can make comparison between the cost of doing business and the anticipated income.</td>
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</tbody>
</table>

Continued on back
## Related Action Plan

1. Can identify appropriate goals that lead toward achievement of career success in this industry/career/business
2. Completed resume or business plan
3. Evidence of actions taken to pursue this career or business

### Ideas & Plans for continuing in project area:

### Overall Comments:

Use back of page for additional comments if necessary

Revised 2018