



Student Competition Four-Year Programs Rules and Guidelines

Vision

The NAHB four-year student competition will be a vehicle for the best and brightest college and university students interested in residential construction and development to prepare for and get excited about a career in the homebuilding industry by interacting with and learning from industry professionals.

Mission

The mission of the NAHB four-year student competition is to expose students to an in-depth residential construction project from concept to closing. Using real projects, students compete with other schools as they display their problem solving abilities and learn more about homebuilding.

Eligibility

Any NAHB Student Chapter at a four-year school that offers a bachelor’s degree may compete. Individual team members must be undergraduate students and also active members of the chapter. Undergraduate students who graduate in Fall 2020 may compete as team members. **No graduate students may participate.**

Location

International Builders’ Show, Orlando, Florida www.buildersshow.com

Due to Covid-19 concerns, the entire competition will be conducted in a virtual environment so no travel will be required.

Timeline

September 8, 2020	Competition Problem Posted
October 16, 2020	Registration Due (\$400) https://awards.nahb.org/
October 20, 2020	Four-Year Q&A Webinar
October 22, 2020	Financial Q&A Webinar
November 20, 2020	Team Member List Due https://awards.nahb.org/
December 4, 2020	Last Day to Withdraw from Competition
December 10, 2020	Projects Due* https://awards.nahb.org/
February 1-5, 2021	Presentation Date(s)
February 8, 2021	Judges’ Debriefing and Announcement of Winners

****After 11:59 PM EDT, Thursday, December 10, 2020, projects will not be accepted.***

The Competition Will Be Conducted Under Strict Observance of the Honor System

COMPETITION GOALS AND LEARNING OBJECTIVES

Goals

- Expose students to projects that stretch their knowledge and force them to go and learn.
- Use a new project each year from a different geographic location.
- Use a project each year that is conducive to a different type of residential product.
- Develop student's written communication skills by creating a written proposal.
- Develop student's critical thinking and problem solving skills through the creation of a proposal that encompasses multiple disciplines.
- Develop student's oral communication skills as they work in teams and present to a panel of industry professionals.
- Facilitate student interaction with HBAs, and other design, development, and homebuilding professionals.
- Encourage student exposure to issues and trends in residential construction.
- Get students excited about and committed to residential construction.

Learning Objectives

- Teams will evaluate the "highest and best" usage of a parcel of land. Considering the parcel's current zoning and the realistic limits to rezoning, teams will evaluate their market analysis to create a community design and select products (homes) that will be successful.
- Teams will create a strategy for their proposed project that identifies risk, and provides strategies for risk mitigation. Strategies analyze macro and micro economic shifts, phasing, and exit strategies.
- Teams will create a market analysis that will determine the type of homes to be built. The market analysis is conducted through evaluation of data collected on competing builders, the economy, consumer demographics, market absorption rates, and marketing.
- Teams will apply their knowledge to produce comprehensive estimates and schedules for land development and home construction as well as integrated total project estimates and schedules.
- Teams will create a complete financial analysis for their proposed project that evaluates estimates, schedules and the market analysis to break down monthly incomes and expenses to provide information such as: gross expense, gross revenue, maximum investment, break-even point, net revenue, etc.
- Teams will analyze their market analysis and risk management plans to drive decisions regarding sales and marketing, and project management strategies.

COMPETITION ENTRY

1. **September 8, 2020:** Project description, including project documentation, and other pertinent information available online. nahb.org/StudentCompetition
2. **October 16, 2020:** Entry Form due: teams must register an NAHB Awards account through <https://awards.nahb.org/>. *From the drop menus select Student Chapters Awards- Competition Entry and corresponding program. The maximum number of teams able to compete is 40. This is a first-come-first-served registration policy.*
 - a. **\$400** Entry Fee (per team), *paid with credit card at the time of registration through your NAHB Awards Competition Entry application.*
3. **November 20, 2020:** Team member list due: log into your NAHB Awards Competition Entry application on <https://awards.nahb.org/> and enter each team member's information.
 - a. Alternates and substitutions are permitted after this date, **but the names of these students will not appear in the Program Guide.** Contact Zach Riley at 202-266-8941/zriley@nahb.org to make adjustments to your team roster.
4. In an effort to make the competition as real-life as possible, teams may spend as much time as necessary to prepare the proposal between the date it is posted online and the date it is due.
5. Each chapter may enter up to two teams in the NAHB Student Competition as long as the maximum number of registrations has not been exceeded. Both teams representing the school must abide by the rules and guidelines of this competition. The two teams must register separately and submit complete and different proposals. Should the proposals be deemed to be too similar by the judges, BOTH teams will be disqualified. The intent of the guidelines regarding two teams from the same school is that they function independently and that they compete to win against their classmates as keenly as they compete with all other teams. General assistance from companies could be given to both groups.

TEAM MAKE-UP

1. Each team member must be an active dues-paying member of the school's NAHB Student Chapter.
2. Each participant must be an undergraduate student at the university or college they represent at the time the competition problem statement is announced (September 8th, 2020). Team composition is not limited to construction management majors.
3. Presentation teams will consist of no more than six students. **This includes anyone handling the AV equipment for the presentation.** It is recommended that each member take an active role in the preparation of the proposal. In addition to the six presenters, up to six alternates can be named. Alternates can be substituted for presenters, if required. An unlimited number of undergraduate students are allowed to work on and contribute to the written proposal.
4. The team will assume the responsibility of a prequalified management team presenting to the investment committee of its own company.

WRITTEN PROPOSAL

1. Each team will be given the same information from which to produce its proposal. NAHB Student Chapters will provide all competition elements online at nahb.org/StudentCompetition. No printed materials will be provided. Below you will find the list of software programs that the teams will need to review all of the electronic files.
 - a. Microsoft Office Products
 - Excel
 - Word
 - PowerPoint
 - b. Adobe Acrobat reader
 - c. .DWG viewer
2. Your team represents a department presenting to **your own company's** investment committee, asking for a new acquisition investment. Assume the investment committee already knows the team members' employee information and the company history.
3. The teams are expected to present a complete management proposal to the judges. The written proposal shall consist of ALL topics listed below. Your Table of Contents must follow this order:
 - **Market Analysis**
 - **Product Design and Selection**
 - Product design
 - Site design
 - Sustainability (e.g. ICC 700 National Green Building Standard)
 - **Construction Management**
 - Estimate: project total cost
 - Schedule: total project
 - **Project Management**
 - Site management & logistics
 - Sales & Marketing
 - **Financial and Risk Analysis**
 - Additional related information deemed important by the team may be presented.
4. **NOTE:** All proposals will be submitted electronically through your team's NAHB Awards Competition Entry application on <https://awards.nahb.org/>. **Points will be deducted if rules are not followed.** Ensure that **school name, not team name**, is clear and visible on every page of proposal/book. Insert header and/or footer in all documents, listing school name and program level. If a school has two teams participating, please clearly designate "Team One" and "Team Two" on each page of the proposal.

Proposal should be assembled as follows:

- i) Proposal must be submitted as a .pdf with a maximum of 50 pages including appendices. Proposals do not need to be 50 pages. The more concise the better.
- ii) Each page is required to have a 10 point font **minimum** and at least one inch margins on all sides.
- iii) All financials (schedules and estimates) should be formatted to print on 11 x 17 paper as a fold-out. It is recommended that all site plans be formatted to print on 11 X 17 paper. *All other pages in the proposal should be formatted as 8.5 x 11.*
- iv) Create a title page including your school name, which competition program, and year of competition. *Example: University of XYZ, Four-Year Program, 2021 NAHB Student Competition.*

5. One (1) copy of the Honor Pledge form (found on page 8) must be included with the proposal. The form must be signed by each team member, including alternates (if any), and coach certifying that the solution of the problem has been the work of only the team members, alternates and other qualified students. Failure to include this document as part of the solution will be grounds for disqualification.
6. **December 10, 2020, 11:59 PM EDT***: All proposals will be submitted electronically through your NAHB Awards Competition Entry application on <https://awards.nahb.org/>.

***Deadline will be strictly enforced. All submissions must be received by this deadline.**

7. Proposals arriving late will not be accepted and the team will be withdrawn from the competition. Additionally, no substitutions, corrections, or amendments to the written proposal will be allowed once submitted.

QUESTIONS AND RESEARCH

1. No one from your school may contact any of the trade/professional partners or any municipality or other governing agency that are affiliated with the project. The use of public information is acceptable.
2. Teams may use available outside resources during the preparation of their proposals, but under no circumstances may any work be outsourced. All work submitted/presented must be the product of team members, with the following exception:
 - a. Teams may use publicly available floor plans and elevations (with the source listed/credit given to creator of drawings).
3. All questions regarding the problem and competition logistics must be posted on the [2021 FOUR YEAR NAHB Student Competition Question Board on Google Groups](#). Team members must follow the guidelines posted on the Google Groups discussion page.
4. Coaches are encouraged to assist the teams. A guide for the coach and other industry resources is to consider the competition a test in the classroom and direct the team accordingly. Do not provide answers, but lead the team and help the students gain the most from the competition by sharing knowledge and experience.
5. No teams are permitted to visit the site of this year's development.
6. Although NAHB may provide additional resources and webinars, students are not required to use them.

PRESENTATION

1. **February 1-5, 2021**: Presentations will be conducted using Zoom video conferencing. Each team will be required to make a maximum **fifteen-minute presentation** summarizing its proposal and management concept. A **ten-minute question and answer period** conducted by the judges will follow the proposal presentation.
2. [2021 National Association of Home Builders Student Competition – Virtual Competition: Permission to Use Video and Waiver of Liability](#). All team members planning to appear on camera during their Zoom presentation must sign and return a "Permission to use Video and Waiver of Liability" form. Following the submission of each team's written proposal, the team coach will be emailed a copy of this form for students or their parent or guardian to sign. A signed form from each team member to appear on camera must be returned to Zach Riley, zriley@nahb.org, or the team will not be permitted to present.
3. There will be a **ten-minute break** between each presentation to allow the judges to finalize their scoring.

4. The schedule of presentations will consider team preferences that were selected through your Competition Entry application at the time of team registration. Time slots will be filled on a first-come-first-served basis. Every effort will be made to schedule presentations according to the stated preference, but NAHB Student Chapters cannot guarantee a particular time slot. Teams will be notified of the preliminary schedule after the competition entry deadline.
5. Presentation schedules will be strictly followed. The schedule may continue to adjust and change until the date of the competition. NAHB Student Chapters will notify teams of any changes via e-mail.
6. Presentations will be scheduled with password-protected access. All teams will receive further guidelines on admittance to the Zoom presentation room and details on how the Zoom presentations will be conducted.
7. Teams may watch presentations via livestream on the [NAHB Student Chapters Facebook page](#).
8. Each team will be allowed to use its own additional audio/visual presentation equipment or aids such as charts, graphs, etc. for their oral presentations.
9. Resources on best practices for on-camera presentations and using Zoom will be provided to teams after the competition registration deadline.
10. Teams are encouraged to practice their presentation using the Zoom software before their scheduled time. Ensure that what the judges will see will effectively communicate the merits of your proposal.
11. In the case of extreme circumstances (e.g. internet failure) that negatively affect their presentation session, teams may appeal to Sarah Weber (sweber@nahb.org) for a second opportunity to present before the judges. The presentation will be scheduled during the make-up times on the schedule.

JUDGING

1. Up to six judges will be on the panel. Bios of judges will be posted online prior to the project due date (December 2020).
2. Prior to the date of the first presentation the judges will have:
 - a. Reviewed the Judges' Guidelines
 - b. Reviewed the written proposals
 - c. Graded each team's proposal in all areas except the presentation
 - d. Assigned a preliminary score worth 80% of each team's overall score (the remaining 20% will be based on team presentation)
3. A sample of the judges rating form is attached. Please pay special attention to the importance of each category as it relates to the overall competition score. Note that grammar, spelling and appearance of the written proposal are included in the scoring.
4. **February 8, 2021:** A "Judges' Debriefing" session will take place via Zoom. A link to the meeting will be provided to the coach of each team. Coaches will be responsible for distributing the link to students and other interested team supporters. The project sponsor will present their current plans for the project and answer questions from the audience.
5. Each judge will score the written and oral presentations using the attached Grading Summary Report and then rank the teams from highest to lowest. Winners will be determined based on the total of the judges' rankings. The highest-ranking team receives one point, the second highest ranking two points, etc. The team with the least overall points (based on the sum of all the judges' rankings) is the winner. Although each judge may score the teams differently and each team's scores may vary widely, the ranking system, not the scores, determines the competition champion.
6. Each team's overall ranking will be provided following the Competition Winners Announcement. The grading summary reports and feedback from each judge will be collated and provided to the teams within two weeks following the Awards Ceremony.

AWARDS

1. Awards will be announced after the debriefing on February 8, 2021.
2. Each participant will receive a Certificate of Participation mailed to the coaches.
3. Cash prizes will be awarded to 1st and 2nd place teams.
4. Plaques will be awarded to teams who place 1st, 2nd, 3rd, 4th and 5th place and these teams' winning proposals will be posted online.



Student Chapters

NAHB Student Competition Four-Year Programs Honor Pledge

To the best of my knowledge and belief, the information used in my team’s solution to the competition is in accordance with the rules and guidelines of the NAHB Student Competition. On my honor, I have neither given nor received unauthorized assistance in the completion of this project.

Team (School) Name: _____

Team Members:

Print Name	Signature

Alternate Members (Optional):

Print Name	Signature

Faculty Advisor/Coach:

Print Name	Signature

This form is REQUIRED. Please upload (1) copy per team within your Solution submission.



**NAHB Student Competition
Four-Year Programs
Grading Summary Report**

School Name: _____

	Comments	Score	Possible
Market Analysis			10
Product Design and Selection			
Product design			5
Site design			10
Sustainability			5
Construction Management			
Estimate: project total cost			10
Schedule: total project			10
Project Management			
Site management & logistics			5
Sales & Marketing			5
Financial and Risk Analysis			10
Quality of the Written Proposal			10
Grammar, spelling, appearance, executive summary			
Quality of Oral Presentation			20
TOTAL			100

Positive: _____

Constructive Criticism: _____

Highest total score awarded to any team: _____