



## 2022 Case Study Scoring Rubric

As a judge you will use the below criteria to score each team paper. The column under points represents the max amount you may assign the team in that category. The column under points earned is where you will provide your score for the team in that category. Fractions of points are allowed, but are limited to half of a point. (Ex: 5.5)

University Name: \_\_\_\_\_  
 Team Number (if applicable): \_\_\_\_\_  
 Judge Name: \_\_\_\_\_

<b>Adherence to Guidelines - Paper</b>			
<i>Category</i>	<i>Description</i>	<i>Points</i>	<i>Points Earned</i>
Length	Does not exceed 25 pages. (Not including cover page and TOC)	1	
Executive Summary	Includes a 1-2 page executive summary.	1	
Data Visualization	Includes no more than 10 full pages of tables and charts that address the case study findings. Charts are representative and understandable.	2	
Format	The paper is in MLA format (12 point font size, Times New Roman or similar font, and double spaced).	2	
Citations	Any referenced materials are cited appropriately.	2	
Clarity	Are the observations and analyses driving the case-study conclusions clear and cogent?	3	
Grammar & Spelling	Adheres to proper grammar, spelling and mechanics.	4	
<b>Point Total</b>		<b>15</b>	

<b>Quality of Research</b>			
Part I: Financial Analysis	<b>Did the team analyze the following?</b> 1. Earnings Performance 2. Loan portfolio composition 3. Asset Growth 4. Capital levels & planning 5. Liquidity	25	

Part II: Looking Back	<p><b>Did the team address the questions most pertinent to the institution?</b></p> <ol style="list-style-type: none"> <li>1. Describe the community bank’s profile ten years ago and how it has changed over the past decade. Teams may consider and discuss the following:               <ol style="list-style-type: none"> <li>a. The institution’s size (e.g., average assets, geography, etc.)</li> <li>b. The institution’s business model and strategic priorities</li> <li>c. Staffing and other operational aspects</li> <li>d. Products and services offered</li> </ol> </li> <li>2. Discuss some of the challenges faced by the community bank? What issues were of most concern to the bank these past ten years? For example, changes in regulations, law, competitors, etc.</li> <li>3. What one great story does the bank have that exemplifies a community bank serving its community in the past ten years?</li> </ol>	30	
Part III: Looking Forward	<p><b>Did the team address the questions most pertinent to the institution?</b></p> <ol style="list-style-type: none"> <li>1. How does the bank expect to change in the next decade? For example, is the bank evaluating how cryptocurrency, climate-related risks, and changes in the workforce will impact its business model?</li> <li>2. Who does the institution see as its competitors in the future and what steps is the bank taking to remain competitive as consumer preferences for banking products and services change?</li> <li>3. Community banks highlight “relationships” as the key differentiator between their business model and that of larger banks and fintechs. How can a community bank quantify the value of relationships and what steps is the bank taking to ensure that the relationship-based model is still relevant in the face of new technologies?</li> <li>4. Community banks serve as important credit sources for local communities and underserved groups.               <ol style="list-style-type: none"> <li>a. What are ways your institution supports the communities they serve and how does it anticipate serving the community in the next ten years?</li> <li>b. Since 2008, banks have dealt with intense regulatory activity. Keeping up with these changes has been a challenge for all banks, but particularly community banks. How does the bank foresee these developments impacting its future operations?</li> </ol> </li> <li>3 What concerns does the institution have (e.g.,</li> </ol>	45	
<i>Point Total</i>		100	
<b>Overall Total</b>		<b>115</b>	

