



2023 Case Study Scoring Rubric

As a judge you will use the below criteria to score each team paper and video. 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)

School Name: _____

Team Number (If applicable) _____

Judge Name: _____

Adherence to Guidelines - Video			
Category	Description	Points	Points Earned
Length	No more than 5 minutes.	1	
Content	Does the video highlight the bank and address the key findings of the Case Study topic?	10	
Visual	Video quality including sound, charts and graphs are clear and comprehensible.	4	
<i>Point Total</i>		15	

Adherence to Guidelines - Paper			
Category	Description	Points	Points Earned
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	
<i>Point Total</i>		15	

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



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<p>Part II: Staffing</p>	<p>Did the team address the questions most pertinent to the institution?</p> <ol style="list-style-type: none"> 1. How has the bank recruited and retained talent through the years? Were new benefits added at some point to stay competitive? What does bank management say makes them stand out as a great place to work? What do you, as an outsider observer, think makes the bank unique? 2. The pandemic brought with it a historically strong and competitive labor market, how does the bank plan to differentiate itself from competitors on staffing in this unusual environment? For example, does the bank taps into a local university for recruitment efforts or has unique benefits it offers staff? 3. Describe the community bank’s staff generational makeup (Gen Z, Millennials, Gen X, Boomers, etc.). Was there significant turnover during the pandemic? If yes, what did bank management glean from exit interviews? 4. In the past decade, has the bank made any notable hires that provided new expertise (such as IT) or new perspective that management would like to highlight? How did the institution manage to recruit that/those individual(s)? 5. Has the bank dealt with the exit of any senior executive officer(s) in the past decade? How did the bank’s succession plan help it respond to that exit? 6. How does the bank approach succession planning? (Is it a family-owned institution, shareholder driven. etc.?) What techniques does management use to identify new leaders and successfully manage critical staffing transitions? What challenges do they expect for succession planning? For example, are multiple senior executive officers expected to leave simultaneously for retirement or is it a family-owned and operated bank where the next generation have no interest in banking? 	<p>30</p>	
<p>Part III: Training & Technology</p>	<p>Did the team address the questions most pertinent to the institution?</p> <ol style="list-style-type: none"> 1. What training (leadership, or job functional certifications) does the bank provide staff or senior leaders? How does the bank provide career development for younger staff? 2. The pandemic made hybrid work a mainstay for many employees. Has the bank provided post-pandemic flexibility in work location for any portion of its workforce? 3. What new technologies has the bank adopted in the past five years? What were some of the key challenges with implementation? How are staff trained to handle new technology and questions from customers? 4. What one great story does the bank have that exemplifies a community bank having a technological success in the past five years? 5. Has the bank been examined since the pandemic began? Does management prefer having examiners onsite or remote? For example, is the bank considering partnering with fintech companies to provide services that they cannot produce in-house? 6. How is the institution using technology to drive profitability? For example, a technology that opens a new revenue stream, or a chat bot on its website. 	<p>30</p>	
<p><i>Point Total</i></p>		<p>85</p>	
<p>Total</p>		<p>115</p>	

