



Rutherford County Amazing Shake

Rationale

The Amazing Shake is a competition that places an emphasis on teaching students' manners, discipline, respect, and professional conduct (soft skills or 21st Century skills). Students learn the nuances of professional human interaction as they are taught skills such as how to give a proper handshake, how to "work a room," how to give a successful interview, and how to remain composed under pressure. The goal is to prepare our students so that they can present themselves exceptionally well for opportunities today as well as for those that will come in the future.

Purpose

Soft skills are increasingly becoming the hard skills of today's workforce. It's just not enough to be highly trained in technical skills, without developing the softer, interpersonal and relationship-building skills that help people to communicate and collaborate effectively. When asked, employers often site soft skills over technical skills as what is most needed in their work place.

The Rutherford County Chamber of Commerce works closely with employers across the county to help find workforce solutions. This program will become the signature elementary school program in the Rutherford Works K-J Pathways initiative which includes career exploration in the middle school grades and career pathways in high school and post-secondary.

Audience/Competitors

All schools in Murfreesboro City and Rutherford County are invited to participate. Each school may send the winner of the local 5th grade Amazing Shake competition to the county event.

In order to provide the greatest number of students the possibility of participating, if your school is planning to send students to the national competition, the same students going to nationals MAY NOT participate in the district competition. For example, if one of your students participates in the district competition and does not win at the district level, they MAY NOT then also compete at the nationals. This means that you would send your #1 and/or #2 school winners to nationals and #3 and/or # 4 to the district level.

The maximum allowed in the county competition will be 24 students. All county and city schools are welcome to send 1 representative. If this number exceed 24, a one- time “work the room” competition or preliminary competition will be held the day prior to the full county competition in order to narrow the field to 24.

Partners Roles & Responsibilities

The Rutherford County Chamber of Commerce and Rutherford Works will serve as organizers, sponsors and hosts for the 2018 Rutherford County Amazing Shake Competition. This includes:

- All elements of planning and execution for the 2 day county competition
- Identifying competition sites and engaging employers to provide team members to serve as judges while at their facility
- Communicating and providing “training” for employee judges on contest score sheet
- Securing transportation for contestants and chaperones to and from competition locations
- Tallying score sheets and documenting winners
- Promotion of the competition to local media outlets
- Invitations to local officials to attend awards dinner
- The RCCOC will provide funding for the top 2 students and their parents along with 2 chaperones to attend the national competition in Atlanta, February 2019. This includes registration, hotel and gas card.

Rutherford County Schools (Elementary Education) will coordinate the school level competitions. They are responsible for:

- Coaching participating schools on local competitions and score cards
- Submitting school level winners’ names and information to the Rutherford County Chamber of Commerce/Rutherford Works
- Have permission forms signed by school level winners’ parents.
- Each school will identify 1 chaperone for county level competition
- Creating score sheet for each of the 4 county competition activities.
- Creating a short video that will help employer judges understand what a score of 1 means versus score of 5. (We don’t want judges giving 5s to everyone because they are 5th graders. This is the real world.)
- Transporting students to the Rutherford County Chamber of Commerce for the county wide competition.
- Serving as chaperones for the national competition.

Rutherford County Employers -- The Nissan Training Center/TCAT Smyrna, Schwan Cosmetics, , and the Rutherford County Chamber of Commerce will serve as competition event locations. They are responsible for:

- Welcoming students and chaperones
- Providing students with an introduction to the company/organization
- Providing tour for students and chaperones
- Staff/employees will serve as judges/evaluators for the assigned activity and complete score cards

Stewarts Creek High School Audio Visual Class – The teacher and students in this program will serve as the official photographer/videographer for the Rutherford County Amazing Shake Program. They are responsible for:

- Providing a student to travel with the group to all competitions to record the competitions in photos. (as of 1/3/19 working on getting relevant permissions for this)
- Providing a team to support the commercial activity at Nissan.
 - AV students to serve as mentors and coaches to competitors in creating storyboards
 - Setting up and taking down all necessary recording equipment
 - Providing a video presentation of at least the students commercials, headshots – anything that is available prior to the start of the 2 day competition – including pictures of the first day events is a nice to do but not a have to do.
 - Providing a compilation video that can be used on social media and to promote the event and support for the event in subsequent years at least 30 days after the completion of the competition.

Note, all expenses will be covered under the budget for the county competition and covered by Rutherford County Chamber of Commerce.

Planning Team

The planning team will convene in May each year to begin planning events and event locations. The team will consist of:

- Chamber of Commerce Rep
- Rutherford County Schools Elementary Education Coordinator
- Murfreesboro City Schools Coordinator
- Rutherford Works Executive Council member
- Employer representative
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Dress Requirements for Competition

Day 1 – Students and chaperones will receive a competition long sleeved t-shirt. They should wear the t-shirt and long pants and closed toed shoes (required for all tours).

Day 2 – Students and chaperones should wear professional dress. It is recommended (but not required) that the women wear long pants and closed toed shoes.

County Competition Requirements

The organizing committee will release the company locations for the county event by Labor Day each year. Participating schools are not permitted to visit these locations or ask for volunteers from these companies to assist with school level events. Schools will need to sign a waiver that to the best of their knowledge, they did not engage with any county level employers.

For activities one and two, all 24 competitors will be participating.

Note: Only the 10 semi-finalists will be participating in the 3rd and 4th activities.

Examples of Competition Activities from 2019

County level competitions – locations and activities --will vary from year to year.

1) Professional Presentation/Commercial Activity at the Nissan Training Center, Smyrna

In this activity, students will demonstrate their ability to collaborate with a team and to effectively communicate a key message.

2) Professional Dining Activity at Schwan Cosmetics, Murfreesboro

In this activity students will demonstrate table manners and the ability to carry on a professional conversation in a group setting.

3) Professional Panel Activity at Middle Tennessee Electric Corporation, Murfreesboro

In this activity, students are asked to demonstrate poise and composure under pressure and to demonstrate their ability to communicate effectively with an audience and among themselves.

4) Working the Room Activity at the Rutherford County Chamber of Commerce, Murfreesboro

In this activity students will demonstrate good handshakes and eye contact as well as conversation and networking skills.

Dinner & Awards

A dinner and awards ceremony will follow the 2nd day of competition with 2 county winners being chosen. The 10 finalists may invite a max of 2 adults to attend the dinner with them.

Sample Program Agenda –

Welcome

Guest Speaker – Why the Amazing Shake is Important to Rutherford County

Student Speakers - - 10 finalists will give 1 minute talk about their experience

Winners Announced -- Mr. Spurlock will award the top 2 winners

County Level Competition Details

What	Who	Details
Chaperone Roles & Responsibilities	RUCO/Mboro City Schools	Each school may send one administrator and one chaperone
Permission Forms	RUCO/Mboro City Schools	RUCO & Mboro City Schools are responsible for having all district level winners sign release for pictures, social media and travel
Employee Judges Roles & Responsibilities	RUCO Chamber of Commerce	
Student/Parent Instruction	RUCO/Mboro City Schools	Parents of winners are responsible for getting students to and from the Rutherford County Chamber of Commerce
Transportation during Competition	RUCO Schools & Mboro City Schools	<ul style="list-style-type: none"> • Must use Rutherford County bus RUCO students and Mboro City bus for Mboro City students because of liability • Chaperones will ride bus with students • Admins will drive their own vehicles in case they need to return to school
Headshots	RUCO Schools/Mboro City Schools	will take for name tags, business cards and website/social media
Name Tags	RUCO Chamber	<ul style="list-style-type: none"> • Clip on • Include headshot, name, team and color
Score Cards	RUCO Chamber	
Business Cards	RUCO Chamber	Top 10 only
Trophies	RUCO Chamber	
T-Shirts	RUCO Chamber	
Water and Snacks for Bus	RUCO Chamber	
Lunch for both days of competition	RUCO Chamber	
Awards Dinner	RUCO Chamber	

National Competition Details

The RUCO Chamber will fund the registration for 2 students and 2 chaperones, pay for hotel rooms for 2 nights for students/parents and chaperones (4 rooms) – other expenses as needed.

Rutherford County schools will be responsible for obtaining release/permission forms for 2 winners to travel to Atlanta