



2025 Case Study Competition Judging 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)

University Name: _____

Team Number _____

Judge Name: _____

Adherence to Guidelines - Video

<i>Category</i>	<i>Description</i>	<i>Points</i>	<i>Points Earned</i>
Length	No more than 5 minutes.	1	
Content	Does the video highlight the bank and address the key findings of the Case Study topic?	15	
Visual	Video quality including sound, charts and graphs are clear and comprehensible.	4	
<i>Point Total</i>		20	

Adherence to Guidelines - Paper

<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	
<i>Point Total</i>		15	

Quality of Research			
Part I: Financial Analysis	<p>Did the team analyze the following? - 5 points each</p> <ol style="list-style-type: none"> Earnings Performance Loan Portfolio Composition Asset Growth Capital Levels Liquidity 	25	
Part II: Interest Rate Environment and Inflation	<p>Did the team address the questions most pertinent to the institution?</p> <p>Interest Rate Environment and Inflation</p> <ol style="list-style-type: none"> What is asset and liability management, and does your bank have a special group that is responsible for focusing on it, such as an Asset-Liability Committee (ALCO)? Why is asset and liability management important to your institution? How does your institution plan for interest rate risk? Is your institution asset or liability sensitive? Does your institution model their interest rate risk? If yes, how many basis points up or down does the model test for? How has the current interest rate environment impacted the bank's plans? Were there any negative impacts from the rapid rise in rates such as in their securities portfolio? Does your institution invest in securities? What is your bank's investment strategy? Do they have preferred investments? How has inflation impacted the bank's operations and the community? Has inflation affected borrowers' ability to repay loans? Has credit quality become an issue for borrowers? Has the bank changed its underwriting standards in recent years? 	25	
Part III: Branch Strategy	<p>Did the team address the questions most pertinent to the institution?</p> <p>Branch Strategy</p> <ol style="list-style-type: none"> How many bank branches does the institution have? Has the bank closed or opened any branches in the past few years? How do branches factor into the institution's strategic plan? What strategies does the bank use to increase branch efficiency? Are there specific design characteristics? How do staff greet customers? What are the demographics of those that use branches on a regular basis? Have you ever been into a bank branch? Do you see the need for branches shifting? What does bank management think of interactive teller machines? Is this something they would consider in the future? Why or why not? 	25	

