

MARVIN E. ROBINSON SCHOOL OF BUSINESS AND MANAGEMENT

New Student Assessment (NSA)

Student Success Guide

Everything You Need to Know to Excel: BEFORE, DURING, and AFTER Assessment Day

Assessment Day Overview & Scoring Breakdown (100 Points Total)

 **20** PTS

1. Naglieri Nonverbal Ability Test (NNAT3)

FORMAT

30-minute timed computer test (48 questions)

FOCUS

Nonverbal cognitive logic, pattern completion, and spatial reasoning.

 **20** PTS

2. Typewritten Student Resume

FORMAT 1-Page
TYPEWRITTEN
document (Bring 2
copies!)

⚠ MANDATORY:
**Handwritten
resumes receive 0
/ 20 points!**

 **30** PTS

3. Onsite Business Case Writing (DBQ)

FORMAT
65-Minute
Handwritten Session
(15m Read/Annotate
+ 50m Write)

FOCUS

Analysis, evidence, logical thinking, and creative problem solving.

 **30** PTS

4. Student Panel Interview

FORMAT
3-to-5 minute
face-to-face
interview with high
school leaders

FOCUS

Business pathway alignment, pre-readings, poise, and dress code.

SECTION 1

BEFORE ASSESSMENT DAY

Mandatory Pre-Readings, Resume Rules, and Dressing for Success

BEFORE: Mandatory Pre-Readings You Must Study for the Interview



Reading #1: SBM 50-Year History

- **Founding Leader:** The school, originally named the Business and Management Center, opened in 1976 in the historic Crozier Tech building. [Marvin E. Robinson](#) served as the director and “principal”. He established high standards of professionalism, dress, and career readiness. His famous call to action: "You're It!"
- **Campus Move:** In 1995, the school transitioned from its original, downtown location to become one of six magnet schools on the newly opened campus, Yvonne A. Ewell Townview Center. Name changed to the School of Business and Management.
- **Campus Renamed:** The name of school became the Marvin E. Robinson School of Business and Management in 2022.
- **Curriculum:** The school offers Honors/Advanced Placement and Career and Technology Education (CTE) curriculum, and holds partnerships with UT Austin’s ONRAMPS program and dual credit through Dallas College.
- **Awards:** U. S. Department of Education’s Blue Ribbon School awarded in 2008 and 2014; U.S. News & World Report National Rankings; U.S. News "Silver Medal" Designation; Niche National Rankings/Best Magnet High Schools in America; Questbridge Scholars; AP Scholars; National Career and Technical Student Organizations (CTSOs) ★ **Tested In: Student Panel Interview!**



Reading #2: Functional Areas of Business

- **Assigned Article:** Lumen Learning - ['Functional Areas of Business'](#)
- **Core Business Functions to Know:**
 - **Management:** Supervising team members and monitoring resources
 - **Operations:** Converting inputs into finished goods/services.
 - **Marketing:** Identifying customer needs and building demand.
 - **Finance & Accounting:** Managing budgets, cash flow, and profits.

★ **Tested In: Student Panel Interview!**

Student Interview (30 points)

Student Interview Rules (refer to attached guide)

Duration: 3 to 5 minutes total.

Scoring Weight: 30 Points total toward the admissions evaluation.

Format: A brief, welcoming conversation with SBM faculty and student leaders.

Primary Objective: To evaluate personal character, academic resilience, leadership potential, and alignment with SBM business pathways.

Two-Grouping Question Structure

- **Two Core Focus Areas:** Questions are organized into two distinct thematic groupings (2 to 3 questions per grouping).
 - **Grouping 1:** Character, Academic Mindset & Goal Setting.
 - **Grouping 2:** Career Pathway Focus, Leadership & Program Fit.

Assessment Day Requirement: Applicants must bring **2 printed physical copies** of their typewritten, 1-page student resume to check-in.

BEFORE: Creating Your Typewritten Resume (20 Points)

Essential Resume Formatting Rules

 **DISQUALIFICATION RULE:** Resume **MUST** be 1 page and **TYPEWRITTEN**. Handwritten resumes receive 0 / 20 points!

- **Privacy Protection:** Do NOT list your home street address! Include Name, Phone, and Personal Email.
- **Statement of Purpose:** 2-3 sentences explaining SBM interest, business pathway, and career goals. Business pathways are: Accounting & Finance, Marketing-Social Media, Marketing-Real Estate, Entrepreneurship/Business Management, and Information Technology (IT). **Please be specific on how the business pathway is connected to your career goal(s).**
- **Education & Academic Focus:** List middle school name and current grade.
- **Achievements & School Projects** (Most Recent First): List awards, projects, and summer initiatives with Action Verbs and grade badges.
- **Activities & Leadership** (Most Recent First): List clubs, sports, or volunteering with Action Verbs and grade badges.
- **Core Skills & Strengths:** List 2-3 personal strengths.
- **Hobbies / Personal Interests:** List 1-2 strategy/learning hobbies.
- **Two References Required:** At least ONE must be a teacher, counselor, or principal. Reference letters are not required.

BEFORE: Creating Your Typewritten Resume (20 Points)



Content, Action Verbs & Fairness Rules

- **Reverse Chronology:** List most recent grade first (8th, Summer after 7th, 7th, 6th grade).
- **Action Verbs:** ALWAYS Start Bullets with Action Verbs (e.g., Created, Led, Organized, Programmed, Earned, Won). Avoid 'I did'!
- **Grade Badges:** Include badges (e.g., [8th Grade — Fall 2026]).
- **Activities & Leadership:** Can be omitted without penalty if the student was not involved in a club, sport, or volunteer activity.
- **Core Skills & Strengths:** This section should include soft skills such as communication, teamwork, adaptability, critical thinking, etc. Must include a description of how it was used. See exemplar for details. For example: *Adaptability: Quick learner who adjusts smoothly to new classroom projects and group responsibilities.*

★ **FAIRNESS RULE: Listing GPA & Advanced Coursework is OPTIONAL.**

BEFORE: Dressing for Success (Business Attire Required)

Acceptable Attire Guidelines

★ Attire counts for 10 Points of your interview score!

Young Men:

- Collared button-down dress shirts or polo shirts.
- Dress slacks or clean khaki pants.
- Dress shoes, loafers, or clean solid dress shoes.
- School uniform
- Optional: Necktie, bow tie, or suit blazer/jacket.

Young Women:

- Blouses, collared tops, or professional shirts.
- Dress slacks, clean khaki pants, or dress pants.
- Knee-length skirts or professional knee-length dresses.
- Dress flats, loafers, or low-heeled dress shoes.
- School uniform

Prohibited Clothing & Behavior

 **STRICTLY PROHIBITED FOR ALL APPLICANTS:**

- Ripped or frayed jeans
- T-shirts, tank tops, or hoodies
- Crop tops or revealing shirts
- Athletic shorts, sweatpants, or leggings
- Flip-flops, slide sandals, or muddy sneakers

Professional Body Language Tips:

- Offer a firm, confident handshake at check-in.
- Maintain good posture and eye contact.
- Smile and project enthusiasm!

BEFORE: Business Case Writing Sample

Writing Sample (refer to the guide)

Utilize the **Blockbuster** example case to practice case responses.

Familiarize yourself with the grading rubrics and the five types of **Data-Based Questions** that will be asked:

- **Domain 1: Analysis & Evidence (7 pts)**
 - Cite facts from multiple documents.
- **Domain 2: Critical Thinking (7 pts)**
 - Weigh tradeoffs, risks, and advantages.
- **Domain 3: Creative Problem Solving (6 pts)**
 - Propose distinct, practical solutions.
- **Domain 4: Written Communication (6 pts)**
 - Organize thoughts logically.
- **Domain 5: Application & Judgment (4 pts)**
 - Defend your recommendation and consider stakeholder impact.

SECTION 2

DURING ASSESSMENT DAY

Station Rotations, Exact Timings, and Test-Taking Strategies

DURING: Assessment Day Rotation Schedule & Exact Timing



TOTAL TIME COMMITMENT

2 HRS
45 MINS

per Student

01

Check-In & Welcome Overview (15 Minutes)

Submit 2 typed resume copies, receive room assignments, verify dress code.

02

Station Block 1 (65 Minutes)

Sub-Group A: Case Writing Sample (15m Read/Annotate + 50m Write)

Sub-Group B: NNAT3 Exam (45m) → 5m Transition → Student Interview (15m)

03

Station Transition (5 Minutes)

Escorted by student ambassadors to opposite testing rooms.

04

Station Block 2 (65 Minutes)

Sub-Group A: NNAT3 Exam (45m) → 5m Transition → Student Interview (15m)

Sub-Group B: Case Writing Sample (15m Read/Annotate + 50m Write)

05

Checkout & Dismissal (15 Minutes)

Confirm submission of all blue books, score sheets, and materials.

DURING: Business Case Writing Sample (30 Points)



Format & Timing Breakdown

- **15 Minutes:** Read and annotate case materials (underline key facts, charts, and financial tables).
- **50 Minutes:** Write handwritten answers to all 5 DBQ questions in your provided Blue Book.
- **Case Content:** Easy-to-understand real business stories (e.g., Crocs, LEGO, Fortnite vs. Apple, Stanley, Owala).
- **No prior business knowledge required**—everything is in the documents!



Rubric Focus & Writing Tips

★ **TIP: Mechanics/spelling do NOT penalize you if meaning is clear!**

- **Domain 1: Analysis & Evidence (7 pts)**
Cite facts from multiple documents.
- **Domain 2: Critical Thinking (7 pts)**
Weigh tradeoffs, risks, and advantages.
- **Domain 3: Creative Problem Solving (6 pts)**
Propose distinct, practical solutions.
- **Domain 4: Written Communication (6 pts)**
Organize thoughts logically.
- **Domain 5: Application & Judgment (4 pts)**
Defend your recommendation and consider stakeholder impact.

DURING: NNAT3 Nonverbal Ability Test (20 Points)



Exam Specs & Overview

- **Format:** 30-minute timed computer test featuring 48 multiple-choice nonverbal questions.
- **What it Measures:** Gifted reasoning abilities using visual diagrams, pattern completion, serial reasoning, and spatial visualization.
- **No English/Math vocabulary required**—it is entirely visual logic!



Success Strategies

- **1. Pace Yourself:**
You have approx. 35-40 seconds per question. Keep moving!
- **2. Look for Visual Patterns:**
Examine changes in shape, shading, and orientation row/column wise.
- **3. Process of Elimination:**
Rule out obviously incorrect visual options immediately.
- **4. Answer Every Question:**
There is no penalty for guessing. Never leave a question blank!

DURING: Student Panel Interview (30 Points)

Interview Format & Key Rules

★ Attire counts for 4 Points of your interview score!

- 3-to-5 minute face-to-face panel interview with SBM student leaders.
- Supervised by an adult.
-  GOLDEN RULE: NEVER give simple Yes/No answers!
- Always explain your thinking by adding 'because...' or giving a specific example.
- Connect your answers to your resume and SBM business pathway (Entrepreneurship/Business Management, Accounting/Finance, Marketing, Information Technology).

Don't forget to dress for success!



Strategies & STAR Method

Use the STAR Method when sharing middle school stories:

- S: Situation (What happened?)
- T: Task (What was your goal?)
- A: Action (What step did YOU take?)
- R: Result (What was the positive outcome?)
- Show pre-reading knowledge: Mention Dr. Robinson, SBM history, or functional business areas!
- Practice eye contact, smile, and firm handshake!

SECTION 3

AFTER ASSESSMENT DAY

Evaluation Process, Final Scoring, and Notification Timeline

AFTER: Scoring Review & Status Notification Timeline



Evaluation & Scoring Process

1. Materials Checkout Verification

Blue Books, score sheets, and resume copies are securely collected and verified.

2. Independent Reader & Panel Scoring

- Trained DISD readers evaluate Writing Samples using the 40-Point Analytic Rubric.
- Interview panel scores are compiled.

3. Master Composite Score Calculation

Scores across all 4 areas are summed (100 Points Max) to determine final admissions ranking.



Official Notification Timeline



Admissions Status Notification

February 26, 2027!

Students will receive official written confirmation of their admissions status.

Next Steps for Candidates

Welcome Orientation: Critical preparation and school orientation information will be provided directly to all accepted students.

YOU'RE IT!

"Dr. Marvin E. Robinson had a way of making leadership personal. He would point to a student and say: 'You're it!' Not tomorrow. Not someday. Right now."

Prepare well, dress professionally, speak with confidence, and show us your passion for business. We look forward to welcoming you to the Marvin E. Robinson School of Business and Management!