



# Entrepreneurship



**Entrepreneurship**, an *individual or team event*, recognizes participants who develop a plan for a new small business using Family and Consumer Sciences skills and *sound business practices*. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a **portfolio** containing a **written business plan**, which they are not required to have implemented, and an **oral presentation**.

## EVENT LEVELS

**Level 1:** through grade 8

**Level 2:** grades 9–10

**Level 3:** grades 11–12

**Level 4:** Postsecondary

See page 10 for more information on event levels.

## ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 11 prior to event planning and preparation.
2. Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competitions.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference, and must be the work of the participant(s) only.
4. National Leadership Conference participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions held prior to National Leadership Conference.

GENERAL INFORMATION								
Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code	Competition Participant Set Up / Prep Time	Competition Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Competition Evaluation Interview Time	Competition Total Event Time
1-3	Portfolio, Oral Presentation	Table -yes Electrical access – no Wall Space – no Supplies - no	Official dress -or- Professional dress appropriate to event	15 minutes	15 minutes prior to presentation	1-min. warning at 19 min.; stopped at 20 min.	5 minutes	45 minutes

PRESENTATION ELEMENTS ALLOWED									
Audio	Costumes	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■		■		■	■	■	■	■	■

# ENTREPRENEURSHIP

## Procedures and Time Requirements for Competition

Each entry will	submit a portfolio (hardcopy or electronic) to the event room consultant at the designated participation time.
15 minutes	Participant(s) will have 15 minutes to set up for the event. Other persons may not assist. Room consultants and evaluators will have 15 minutes to preview the <i>portfolio (hardcopy or electronic)</i> during participant set up time. The participant must make the <i>electronic portfolio</i> accessible to evaluators.
20 minutes	The oral presentation may be up to 20 minutes in length. A one-minute warning will be given at 19 minutes. Participants will be stopped at 20 minutes. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.


## Specifications

### Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages*, must fit within the cover, be one-sided, and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to the evaluators, participants may not switch to an *electronic portfolio*.

### Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the *technology* used to show the evaluators the project. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*. *Portfolio* may not exceed 75 slides, as described below.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVEL 3
1-8 ½" x 11" page or 1 slide	<i>Project Identification Page</i>	<i>Plain paper</i> or slide, with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.		
1-8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.		
1-8 ½" x 11" page or 2 slides	FCCLA <i>Planning Process</i> Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.		
1	 Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Student Portal, and include signed proof of submission in the <i>portfolio</i> .		
0–10	<i>Content Divider Pages</i> or Sections	Use up to 10 <i>content divider/section</i> pages or slides. <i>Content divider/section</i> pages may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations, and/or page numbers. They must not include any other <i>content</i> .		

## Entrepreneurship Specifications (continued)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVEL 3
Up to 50 8 ½" x 11" pages or 60 slides	Business Description	Include name of the new small business and mission statement. Describe services provided, hours of operation, and demographics served.	Include name of the new small business and mission statement. Describe services provided, hours of operation, demographics served. Use community survey data or market research to justify the selected demographics served.	Include name of the new small business and mission statement. Describe services provided, hours of operation, demographics served. Use <i>original</i> community survey/market research data to justify the selected demographics served and determine the business' feasibility based on the needs and wants of the community where the business will be located.
	Facility	Describe the physical location (both inside and outside), utility providers, and emergency procedures.	Describe the physical location (both inside and outside) including images of the design concept. Describe utility providers, emergency procedures, and facility maintenance procedures.	Describe the physical location (both inside and outside) including images of the design concept. Develop a chart of utility providers with contact information and a description of each provider. Prepare emergency procedures and a facility maintenance plan based on recommendations from OSHA.
	Supplies and Equipment	Include list of suppliers, inventory of equipment and supplies, and description of maintenance and repair policies.	Include chart of suppliers with contact information and a description of each supplier. Develop a detailed inventory of equipment and supplies needed for the day-to-day operation of the business. Describe provisions for maintenance and repair of equipment integral to the operation of your business considering authorized service requirements for certain equipment.	
	Organizational Chart	Develop an organizational chart with job titles, descriptions, and tasks for the business. Include hierarchy/departments as projected for business growth.		Develop an organizational chart with job titles, descriptions, and tasks for the business. Include characteristics and/or personality traits important for each position and hierarchy/departments as projected for business growth.
	Personnel Management	Describe hiring procedures, salaries/hourly wages and benefits, and employee evaluations/appraisals. Include applicable forms and records.	Describe hiring procedures, salaries/hourly wages and benefits, employee recruitment/retention policies, and employee evaluations/appraisals. Develop all applicable forms and records needed to manage the business' personnel from the hiring process, retention process, and the resigning/firing process.	

## Entrepreneurship Specifications (continued)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVEL 3
(continued) Up to 50 8 ½" x 11" pages or 60 slides	Funding Sources for Business	Describe methods and sources of funding for the business.	Describe methods and sources of funding for the business. Include fee structures and expenses related to securing funding for the business. .	Develop a chart to determine your start-up costs. Describe methods and sources of funding for the business. Include fee structures and expenses related to securing funding for the business.
	Budget	Describe income, expenditures, financial procedures, and applicable tax information. Include all applicable forms.	Develop a budget for the first six-months of business operations that includes estimated income and expenditures. Describe the origin of the figures in your budget. Determine the businesses' financial procedures and applicable tax information. Include all applicable forms.	Develop a budget for the first year (12-months) of business operations that includes estimated income and expenditures. Describe the origin of the figures in your budget. Determine the businesses' financial procedures and applicable tax information. Include all applicable forms.
	Laws, Regulations, and Codes	Describe health; environment; fire; insurance; zoning; and other local, county, and state codes. (Actual codebooks need not be included.)	Describe health; environment; fire; insurance; zoning; and other local, county, and state codes. (Actual codebooks need not be included.) Create a chart which provides appropriate governmental contact information for the applicable laws, regulations, and codes for the business. List specific occupational health/safety trainings, if needed. Explain how you determined which laws, regulations, and codes to include in the portfolio.	
	Marketing Plan	Describe advertising plan (including special events), and include at least two sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events), and include at least four sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events), and include at least six sample advertisements to cover types of advertising chosen.
	Works Cited/Bibliography	Use MLA or APA citation style to cite all references. <i>Resources</i> should be <i>reliable</i> and <i>current</i> .		
	Appearance	Business plan must be neat, legible, and <i>professional</i> and use correct grammar and spelling.		

## Entrepreneurship Specifications (continued)

### Oral Presentation

The oral presentation may be up to 20 minutes in length and is delivered to evaluators. The presentation should be *professional* in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time. *Visuals* should be used during the presentation. The *portfolio* may be used as a *visual*.

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVEL 3
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.		
Knowledge of Subject Matter	Show evidence of mastery of entrepreneurial skills including facility management, budget and credit management, personnel management, and understanding of government regulations.		
Relationship of Family and Consumer Sciences Coursework/Standards	Describe the relationship of Family and Consumer Sciences coursework to selected business.	Describe the relationship of Family and Consumer Sciences coursework to selected business. Explain which National FCCLA program(s) could be used to implement this project.	Describe the relationship of Family and Consumer Sciences coursework to selected business. Explain which National FCCLA program(s) could be used to implement this project. Identify FCS career pathway connections.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative, and appealing <i>visuals</i> to enhance the presentation.		
Voice	Speak clearly with appropriate pitch, tempo, and volume.		
Body Language/Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of <i>visuals</i> and notes or notecards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation.		
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage, and pronunciation.		
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding the business plan. Questions are asked after the presentation.		





## ENTREPRENEURSHIP Rubric – Level 1

Name of Participant \_\_\_\_\_

Chapter \_\_\_\_\_ State \_\_\_\_\_ Team # \_\_\_\_\_ Station # \_\_\_\_\_ Level \_\_\_\_\_

PORTFOLIO							
FCCLA	0	1	2	3	4	5	
<b>Planning Process Summary Page</b> 0–5 points	Planning Process summary not provided	Inadequate steps in the Planning Process are presented	All Planning Process steps are presented but not summarized	All Planning Process steps are summarized	Evidence that the Planning Process was utilized to plan project	The Planning Process is used to plan the project. Each step is fully explained	
<b>Business Description</b> 0–5 points	Not evident	Includes 1 of the 5 requirements	Includes 2 of the 5 requirements	Includes 3 of the 5 requirements	Includes 4 of the 5 requirements or is not well written	Well written description includes business name, mission, services, hours, and demographics	
<b>Facility</b> 0–5 points	Not evident	Includes 1 of the 3 required components	Includes 2 of the 3 required components	Incomplete description of the 3 required components		Well written description includes interior and exterior location, utility providers, and emergency procedures	
<b>Supplies and Equipment</b> 0–5 points	Not evident	Includes 1 of the 3 required components or is very minimal		List includes 2 of the 3 required components or appears to be incomplete		Comprehensive list of suppliers, equipment and supply inventory, and description of maintenance and repair policies	
<b>Organizational Chart</b> 0–5 points	Organizational chart is not included	Chart includes 1 of the required components	Chart includes 2 of the 4 required components	Chart includes 3 of the 4 required components	Includes a chart with all components but is not well planned	Includes organizational chart with job titles, descriptions, tasks, and projected hierarchy/departments for growth	
<b>Personnel Management</b> 0–5 points	Not evident	Hiring procedures, compensation information (salaries and benefits), policies and procedures, or evaluations are limited		Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business		Detailed description of hiring procedures, compensation, and evaluations, including forms as applicable support the needs of the business	
<b>Funding for Business</b> 0–5 points	Not evident	Incomplete or unrealistic methods or sources of funding		Limited knowledge of types and sources of funding.		Detailed description of method and sources of funding	
<b>Budget</b> 0–5 points	Not evident	Includes 1 of the 3 required components or is missing all applicable forms		Describes 2 of the 3 required components or is missing an applicable form		Detailed description of income, expenditures, financial procedures and tax information. All applicable forms are included	
<b>Laws, Regulations, and Codes</b> 0–5 points	Not evident	Includes 1 of the 6 required components	Includes 2 of the 6 required components	Includes 3–4 of the 6 required components	Includes 5 of the 6 required components or is not well written	Detailed description of health, environment, fire, insurance, zoning, and other local, county and state codes	
<b>Marketing Plan</b> 0–5 points	Not evident	Limited marketing plan	Marketing plan does not adequately cover promotional techniques. Advertisements do not promote business	Marketing plan covers types of advertising.	Marketing plan covers chosen types of advertising. Includes 1 sample	Detailed description includes special events. Includes 2 or more samples that meet marketing needs	
<b>Works Cited/Bibliography</b> 0–3 points	No resources listed	Resources are incomplete, not current, or not reliable for project		Reliable resources but incorrect style ( <i>see style sheet</i> )	Complete list of current and reliable resources, in MLA or APA style ( <i>see style sheet</i> )		
<b>Appearance</b> 0–3 points	Portfolio is illegible and unorganized	Portfolio is neat, but contains grammatical or spelling errors and is poorly organized		Portfolio is neat, legible, and professional, with correct grammar and spelling	Neat, legible, and professional, correct grammar and spelling used; effective organization of information		

# Entrepreneurship Rubric Level 1 (continued)

**Points**

ORAL PRESENTATION							
<b>Organization/ Delivery</b> 0-10 points	<b>0</b> Presentation is not done or presented briefly and does not cover components of project	<b>1 2</b> Presentation covers some topic elements	<b>3 4</b> Presentation covers all topic elements but with minimal information	<b>5 6</b> Presentation gives complete information but does not explain project well	<b>7 8</b> Presentation covers information completely but does not flow well	<b>9 10</b> Presentation covers all relevant information with a seamless and logical delivery	
<b>Knowledge of Subject Matter</b> 0-5 points	<b>0</b> Little or no evidence of knowledge	<b>1</b> Minimal evidence of knowledge	<b>2</b> Some evidence of knowledge	<b>3</b> Knowledge of subject matter is evident but not effectively used in presentation	<b>4</b> Knowledge of subject matter is evident and shared at times in the presentation	<b>5</b> Knowledge of subject matter is evident and incorporated throughout the presentation	
<b>Relationship of Family and Consumer Sciences Coursework and Standards</b> 0-3 points	<b>0</b> No evidence of relationship between business and FCS	<b>1</b> Minimal evidence of business knowledge and FCS coursework relationship		<b>2</b> Knowledge of business and relationship to FCS is good		<b>3</b> Knowledge of business and FCS relationship is evident	
<b>Use of Portfolio and Visuals during Presentation</b> 0-3 points	<b>0</b> Portfolio and visuals not used during presentation	<b>1</b> Portfolio and visuals used minimally during presentation		<b>2</b> Portfolio and visuals used effectively throughout presentation		<b>3</b> Presentation moves seamlessly between oral presentation, portfolio and visuals	
<b>Voice – pitch, tempo, volume</b> 0-3 points	<b>0</b> Voice qualities not used effectively	<b>1</b> Voice quality is adequate		<b>2</b> Voice quality is good, but could improve		<b>3</b> Voice quality is outstanding and pleasing	
<b>Body Language/ Clothing Choice</b> 0-2 points	<b>0</b> Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing		<b>1</b> Gestures, posture, mannerisms, eye contact, and clothing are appropriate		<b>2</b> Gestures, posture, mannerisms, eye contact, and clothing enhance presentation		
<b>Grammar/Word Usage/ Pronunciation</b> 0-3 points	<b>0</b> Extensive (more than 5) grammatical and pronunciation errors		<b>1</b> Some (3-5) grammatical and pronunciation errors		<b>2</b> Few (1-2) grammatical and pronunciation errors		<b>3</b> Presentation has no grammatical or pronunciation errors
<b>Responses to Evaluators' Questions</b> 0-5 points	<b>0</b> Did not answer evaluators' questions	<b>1</b> Unable to answer some questions	<b>2</b> Responded to all questions but without ease or accuracy	<b>3</b> Responded adequately to all questions	<b>4</b> Gave appropriate responses to evaluators' questions	<b>5</b> Responses to questions were appropriate and given without hesitation	

**Evaluator's Comments – include two things done well and two opportunities for improvement:**

**TOTAL**  
(90 points possible)

Evaluator # \_\_\_\_\_  
Evaluation Initial \_\_\_\_\_  
Room Consultant Initial \_\_\_\_\_





# ENTREPRENEURSHIP

## Rubric – Level 2

Name of Participant \_\_\_\_\_

Chapter \_\_\_\_\_ State \_\_\_\_\_ Team # \_\_\_\_\_ Station # \_\_\_\_\_ Level \_\_\_\_\_

PORTFOLIO							
<b>FCCLA Planning Process Summary Page</b> 0-5 points	<b>0</b> Planning Process summary not provided	<b>1</b> Inadequate steps in the Planning Process are presented	<b>2</b> All Planning Process steps are presented but not summarized	<b>3</b> All Planning Process steps are summarized	<b>4</b> Evidence that the Planning Process was utilized to plan project	<b>5</b> The Planning Process is used to plan the project. Each step is fully explained	
<b>Business Description</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Includes 1 of the 5 requirements. Does not include data/research	<b>2</b> Includes 2 of the 5 requirements. Does not include data/research	<b>3</b> Includes 3 of the 5 requirements. Includes data/research and is utilized	<b>4</b> Includes 4 of the 5 requirements or is not well written. Includes data/research and is utilized	<b>5</b> Well written description includes business name, mission, services, hours, and demographics. Includes data/research and is utilized well	
<b>Facility</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Includes 1 of the 4 required components	<b>2</b> Includes 2 of the 4 required components	<b>3</b> Includes 3 of the 4 required components	<b>4</b> Incomplete description of the facility components and/or missing interior and exterior images	<b>5</b> Well written description includes interior and exterior images, utility providers, emergency procedures, and facility maintenance procedures	
<b>Supplies and Equipment</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Chart includes list of suppliers and minimal equipment	<b>2</b> Includes chart of suppliers, inventory, and general provisions for maintenance	<b>3</b> Includes chart of suppliers containing contact information and description of each supplier, inventory of equipment, provisions for maintenance	<b>4</b> Includes chart of suppliers containing contact information and description of each supplier, inventory of equipment, provisions for maintenance	<b>5</b> Includes chart of suppliers containing contact information and description of each supplier, detailed inventory of equipment and supplies, provisions for maintenance and repairs including service requirements	
<b>Organizational Chart</b> 0-5 points	<b>0</b> Organizational chart is not included	<b>1</b> Chart includes 1 of the required components	<b>2</b> Chart includes 2 of the 4 required components	<b>3</b> Chart includes 3 of the 4 required components	<b>4</b> Includes a chart with all components but is not well planned	<b>5</b> Includes organizational chart with job titles, descriptions, tasks, and projected hierarchy/departments for growth	
<b>Personnel Management</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Hiring procedures, compensation, recruitment/retention, and evaluations are limited. Forms are incomplete	<b>2</b> Hiring procedures, compensation, recruitment/retention, and evaluations are limited. Forms are incomplete	<b>3</b> Hiring procedures, compensation, recruitment/retention, and evaluations have been developed. Some forms as applicable to support the needs of the business	<b>4</b> Hiring procedures, compensation, recruitment/retention, and evaluations have been developed. Some forms as applicable to support the needs of the business	<b>5</b> Detailed description of hiring procedures, compensation, recruitment/retention, and evaluations. Includes forms as applicable to support the needs of the business	
<b>Funding for Business</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Incomplete or unrealistic methods or sources of funding, does not include fee structure	<b>2</b> Incomplete or unrealistic methods or sources of funding, does not include fee structure	<b>3</b> Limited knowledge of types and sources of funding or missing fee structure	<b>4</b> Limited knowledge of types and sources of funding or missing fee structure	<b>5</b> Detailed description of funding and includes fee structures and expenses	
<b>Budget</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Budget is for less than 6-months, or is missing income and expenditures and described origin, financial procedures, applicable tax information or forms	<b>2</b> 6-month budget includes income and expenditures. Includes financial procedures and applicable tax information	<b>3</b> 6-month budget includes income and expenditures. Includes financial procedures and applicable tax information	<b>4</b> 12-month budget includes income and expenditures and described origin. Includes financial procedures and applicable tax information and forms	<b>5</b> Well-developed 12-month budget includes income and expenditures and described origin. Includes financial procedures and applicable tax information and forms	
<b>Laws, Regulations, and Codes</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Include less than 3 of the 6 required components, no rationale for choices and is missing chart with governmental contact information	<b>2</b> Includes 4 of the 6 required components, but no rationale for choices or is missing chart with governmental contact information	<b>3</b> Includes 5 of the 6 required components, but no rationale for choices or is missing chart with governmental contact information	<b>4</b> Description of health, environment, fire, insurance, zoning, and other local, county and state codes, and rationale for choices. Chart with governmental contact information provided.	<b>5</b> Detailed description of health, environment, fire, insurance, zoning, and other local, county and state codes, and rationale for choices. Chart with governmental contact information provided. Specific health and safety trainings included, if applicable	

## Entrepreneurship Rubric Level 2 (continued)

							Points
<b>Marketing Plan</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Marketing plan does not adequately cover promotional techniques. Advertisements do not promote business	<b>2</b> Marketing plan does not adequately cover promotional techniques or does not provide samples	<b>3</b> Marketing plan covers types of advertising. Includes 2 samples	<b>4</b> Marketing plan covers chosen types of advertising. Includes 3 sample	<b>5</b> Detailed description includes special events. Includes 4 or more samples that meet marketing needs	
<b>Works Cited/ Bibliography</b> 0-3 points	<b>0</b> No resources listed	<b>1</b> Resources are incomplete, not current, or not reliable for project	<b>2</b> Reliable resources but incorrect style ( <i>see style sheet</i> )	<b>3</b> Complete list of current and reliable resources, in MLA or APA style ( <i>see style sheet</i> )			
<b>Appearance</b> 0-3 points	<b>0</b> Portfolio is illegible and unorganized	<b>1</b> Portfolio is neat, but contains grammatical or spelling errors and is poorly organized	<b>2</b> Portfolio is neat, legible, and professional, with correct grammar and spelling	<b>3</b> Neat, legible, and professional, correct grammar and spelling used; effective organization of information			
<b>ORAL PRESENTATION</b>							
<b>Organization/ Delivery</b> 0-10 points	<b>0</b> Presentation is not done or presented briefly and does not cover components of project	<b>1 2</b> Presentation covers some topic elements	<b>3 4</b> Presentation covers all topic elements but with minimal information	<b>5 6</b> Presentation gives complete information but does not explain project well	<b>7 8</b> Presentation covers information completely but does not flow well	<b>9 10</b> Presentation covers all relevant information with a seamless and logical delivery	
<b>Knowledge of Subject Matter</b> 0-5 points	<b>0</b> Little or no evidence of knowledge	<b>1</b> Minimal evidence of knowledge	<b>2</b> Some evidence of knowledge	<b>3</b> Knowledge of subject matter is evident but not effectively used in presentation	<b>4</b> Knowledge of subject matter is evident and shared at times in the presentation	<b>5</b> Knowledge of subject matter is evident and incorporated throughout the presentation	
<b>Relationship of Family and Consumer Sciences Coursework and Standards</b> 0-3 points	<b>0</b> No evidence of relationship between business and FCS	<b>1</b> Minimal evidence of business knowledge and FCS coursework relationship	<b>2</b> Knowledge of business and relationship to FCS is good, national program identified		<b>3</b> Knowledge of business and FCS relationship is evident, national program identified, and both explained well		
<b>Use of Portfolio and Visuals during Presentation</b> 0-3 points	<b>0</b> Portfolio and visuals not used during presentation	<b>1</b> Portfolio and visuals used minimally during presentation	<b>2</b> Portfolio and visuals used effectively throughout presentation		<b>3</b> Presentation moves seamlessly between oral presentation, portfolio and visuals		
<b>Voice – pitch, tempo, volume</b> 0-3 points	<b>0</b> Voice qualities not used effectively	<b>1</b> Voice quality is adequate		<b>2</b> Voice quality is good, but could improve	<b>3</b> Voice quality is outstanding and pleasing		
<b>Body Language/ Clothing Choice</b> 0-2 points	<b>0</b> Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing		<b>1</b> Gestures, posture, mannerisms, eye contact, and clothing are appropriate		<b>2</b> Gestures, posture, mannerisms, eye contact, and clothing enhance presentation		
<b>Grammar/Word Usage/ Pronunciation</b> 0-3 points	<b>0</b> Extensive (more than 5) grammatical and pronunciation errors		<b>1</b> Some (3-5) grammatical and pronunciation errors	<b>2</b> Few (1-2) grammatical and pronunciation errors		<b>3</b> Presentation has no grammatical or pronunciation errors	
<b>Responses to Evaluators’ Questions</b> 0-5 points	<b>0</b> Did not answer evaluators’ questions	<b>1</b> Unable to answer some questions	<b>2</b> Responded to all questions but without ease or accuracy	<b>3</b> Responded adequately to all questions	<b>4</b> Gave appropriate responses to evaluators’ questions	<b>5</b> Responses to questions were appropriate and given without hesitation	

**Evaluator’s Comments – include two things done well and two opportunities for improvement:**

TOTAL  
(90 points possible)

Evaluator # \_\_\_\_\_

Evaluation Initial \_\_\_\_\_

Room Consultant Initial \_\_\_\_\_



# ENTREPRENEURSHIP

## Rubric – Level 3 and 4

Name of Participant \_\_\_\_\_

Chapter \_\_\_\_\_ State \_\_\_\_\_ Team # \_\_\_\_\_ Station # \_\_\_\_\_ Level \_\_\_\_\_

PORTFOLIO							
FCCLA	0	1	2	3	4	5	
<b>Planning Process Summary Page</b> 0–5 points	Planning Process summary not provided	Inadequate steps in the Planning Process are presented	All Planning Process steps are presented but not summarized	All Planning Process steps are summarized	Evidence that the Planning Process was utilized to plan project	The Planning Process is used to plan the project. Each step is fully explained	
<b>Business Description</b> 0–5 points	Not evident	Includes 1 of the 5 requirements. Does not include data/research	Includes 2 of the 5 requirements. Does not include data/research	Includes 3 of the 5 requirements or includes unoriginal data/research and is utilized	Includes 4 of the 5 requirements or is not well written. Includes original data/research and is utilized	Well written description includes business name, mission, services, hours, and demographics. Includes original market data/research and is utilized to determine feasibility	
<b>Facility</b> 0–5 points	Not evident	1 2 The description, chart or procedures and management plan are minimal and/or incomplete	3 Description, chart, and emergency procedures are included but at least one is incomplete	4 Description includes interior and exterior images. Includes a chart of utility providers, contact and description. Emergency procedures and facility maintenance procedures are included	5 Well written description includes interior and exterior images. Includes a chart of utility providers, contact and description. Emergency procedures and facility maintenance procedures are based on OSHA recommendations		
<b>Supplies and Equipment</b> 0–5 points	Not evident	1 Chart includes list of suppliers and minimal equipment	2 3 Includes chart of suppliers, inventory, and general provisions for maintenance	4 Includes chart of suppliers containing contact information and description of each supplier, inventory of equipment, provisions for maintenance	5 Includes chart of suppliers containing contact information and description of each supplier, detailed inventory of equipment and supplies, provisions for maintenance and repairs including service requirements		
<b>Organizational Chart</b> 0–5 points	Not evident	1 Chart includes 1 of the 5 components	2 Chart includes 2 of the 5 components	3 Chart includes 3 of the 5 required components	4 Includes organizational chart with job titles, descriptions, tasks, and projected hierarchy/departments for growth.	5 Includes organizational chart with job titles, descriptions, tasks, and projected hierarchy/departments for growth. Include position characteristics for each position	
<b>Personnel Management</b> 0–5 points	Not evident	1 2 Hiring procedures, compensation, recruitment/retention, and evaluations are limited. Forms are incomplete	3 4 Hiring procedures, compensation, recruitment/retention, and evaluations have been developed. Some forms as applicable to support the needs of the business	5 Detailed description of hiring procedures, compensation, recruitment/retention, and evaluations. Includes forms as applicable to support the needs of the business			
<b>Funding for Business</b> 0–5 points	Not evident	1 2 Incomplete or unrealistic startup costs and/or methods or sources of funding, does not include fee structure	3 4 Limited chart of startup costs and knowledge of types and sources of funding or missing fee structure	5 Detailed chart of startup costs and description of funding, includes fee structures and expenses			
<b>Budget</b> 0–5 points	Not evident	1 2 Budget is for less than 12-months, or is missing income and expenditures and described origin, financial procedures, applicable tax information or forms	3 12-month budget includes income and expenditures. Includes financial procedures and applicable tax information	4 12-month budget includes income and expenditures and described origin. Includes financial procedures and applicable tax information and forms	5 Well-developed 12-month budget includes income and expenditures and described origin. Includes financial procedures and applicable tax information and forms		
<b>Laws, Regulations, and Codes</b> 0–5 points	Not evident	1 Include less than 3 of the 6 required components, no rationale for choices and is missing chart with governmental contact information	2 Includes 4 of the 6 required components, but no rationale for choices or is missing chart with governmental contact information	3 Includes 5 of the 6 required components, but no rationale for choices or is missing chart with governmental contact information	4 Description of health, environment, fire, insurance, zoning, and other local, county and state codes, and rationale for choices. Chart with governmental contact information provided.	5 Detailed description of health, environment, fire, insurance, zoning, and other local, county and state codes, and rationale for choices. Chart with governmental contact information provided. Specific health and safety trainings included, if applicable	

## Entrepreneurship Rubric Level 3 and 4 (continued)

**Points**

<b>Marketing Plan</b> 0-5 points	<b>0</b> Not evident	<b>1</b> Marketing plan does not adequately cover promotional techniques. Advertisements do not promote business	<b>2</b> Marketing plan does not adequately cover promotional techniques or does not provide adequate samples	<b>3</b> Marketing plan covers types of advertising. Includes 4 samples	<b>4</b> Marketing plan covers chosen types of advertising. Includes 5 sample	<b>5</b> Detailed description includes special events. Includes 6 or more samples that meet marketing needs		
<b>Works Cited/ Bibliography</b> 0-3 points	<b>0</b> No resources listed	<b>1</b> Resources are incomplete, not current, or not reliable for project	<b>2</b> Reliable resources but incorrect style ( <i>see style sheet</i> )	<b>3</b> Complete list of current and reliable resources, in MLA or APA style ( <i>see style sheet</i> )				
<b>Appearance</b> 0-3 points	<b>0</b> Portfolio is illegible and unorganized	<b>1</b> Portfolio is neat, but contains grammatical or spelling errors and is poorly organized	<b>2</b> Portfolio is neat, legible, and professional, with correct grammar and spelling	<b>3</b> Neat, legible, and professional, correct grammar and spelling used; effective organization of information				
<b>ORAL PRESENTATION</b>								
<b>Organization/ Delivery</b> 0-10 points	<b>0</b> Presentation is not done or presented briefly and does not cover components of project	<b>1 2</b> Presentation covers some topic elements	<b>3 4</b> Presentation covers all topic elements but with minimal information	<b>5 6</b> Presentation gives complete information but does not explain project well	<b>7 8</b> Presentation covers information completely but does not flow well	<b>9 10</b> Presentation covers all relevant information with a seamless and logical delivery		
<b>Knowledge of Subject Matter</b> 0-5 points	<b>0</b> Little or no evidence of knowledge	<b>1</b> Minimal evidence of knowledge	<b>2</b> Some evidence of knowledge	<b>3</b> Knowledge of subject matter is evident but not effectively used in presentation	<b>4</b> Knowledge of subject matter is evident and shared at times in the presentation	<b>5</b> Knowledge of subject matter is evident and incorporated throughout the presentation		
<b>Relationship of Family and Consumer Sciences Coursework and Standards</b> 0-3 points	<b>0</b> No evidence of relationship between business and FCS	<b>1</b> Minimal evidence of business knowledge and FCS coursework relationship	<b>2</b> Knowledge of business and relationship to FCS is good, national program identified. FCS career pathway identified		<b>3</b> Knowledge of business and FCS relationship is evident, national program identified, and both explained well. FCS career pathways identified			
<b>Use of Portfolio and Visuals during Presentation</b> 0-3 points	<b>0</b> Portfolio and visuals not used during presentation	<b>1</b> Portfolio and visuals used minimally during presentation	<b>2</b> Portfolio and visuals used effectively throughout presentation		<b>3</b> Presentation moves seamlessly between oral presentation, portfolio and visuals			
<b>Voice – pitch, tempo, volume</b> 0-3 points	<b>0</b> Voice qualities not used effectively	<b>1</b> Voice quality is adequate		<b>2</b> Voice quality is good, but could improve		<b>3</b> Voice quality is outstanding and pleasing		
<b>Body Language/ Clothing Choice</b> 0-2 points	<b>0</b> Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	<b>1</b> Gestures, posture, mannerisms, eye contact, and clothing are appropriate			<b>2</b> Gestures, posture, mannerisms, eye contact, and clothing enhance presentation			
<b>Grammar/Word Usage/ Pronunciation</b> 0-3 points	<b>0</b> Extensive (more than 5) grammatical and pronunciation errors	<b>1</b> Some (3-5) grammatical and pronunciation errors	<b>2</b> Few (1-2) grammatical and pronunciation errors		<b>3</b> Presentation has no grammatical or pronunciation errors			
<b>Responses to Evaluators' Questions</b> 0-5 points	<b>0</b> Did not answer evaluators' questions	<b>1</b> Unable to answer some questions	<b>2</b> Responded to all questions but without ease or accuracy	<b>3</b> Responded adequately to all questions	<b>4</b> Gave appropriate responses to evaluators' questions	<b>5</b> Responses to questions were appropriate and given without hesitation		

**Evaluator's Comments – include two things done well and two opportunities for improvement:**

TOTAL  
(90 points possible)

Evaluator # \_\_\_\_\_  
Evaluation Initial \_\_\_\_\_  
Room Consultant Initial \_\_\_\_\_