Promote and Publicize FCCLA!

Promote and Publicize FCCLA! is an *individual* or *team event* that recognizes participants who develop an FCCLA promotion and publicity *campaign* to raise awareness and educate the school, parents, and members of the *community* about the importance of FCCLA and Family and Consumer Sciences education. Participants must prepare an **oral presentation** and *portfolio*.

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. Participants are encouraged to bring fully charged 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	Competition Dress Code	Participant Set Up / Prep Time	Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Total Event Time
1-3	Portfolio, Oral Presentation	Table - yes Electrical Access – no Wall Space – no Supplies - no	Official dress - or-Professional dress – or costume appropriate to event	10 minutes	10 minutes prior to presentation	1-minute warning at 9 minutes; stopped at 10 minutes	5 minutes	40 minutes

PRESENTATION ELEMENTS ALLOWED

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

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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.
10 minutes	Participant(s) will have 10 minutes to set up for the event. Other persons may not assist.
	Room consultants and evaluators will have 10 minutes to preview the *portfolio* before the presentation begins.
10 minutes	The oral presentation may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. If audio or audiovisual recordings are used, they are limited to a 5-minute playing time during the presentation. *Presentation equipment,* without audio, may be used during the entire presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
10 minutes	Participants will then be given 10 minutes to complete the writing sample portion of the event.
5 minutes	Evaluators will have 5 minutes to use the rubric to score and write comments for participants, review the writing sample, and meet with each other to discuss participants' strengths and suggestions for improvement

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 36 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to 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 47 slides, as described below.

1-8 ½" x 11" page or 1 slide	*Project Identification Page*	*Plain paper* or slide, with no *graphics* 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 *portfolio* in the order in which the parts appear.
1-8 ½" x 11" page or 2 slides	FCCLA *Planning Process* Summary Page	Summarize how each step of the *Planning Process* was used to plan and implement the project; use of the *Planning Process* 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 *portfolio*.
0–7	*Content Divider Pages* or Sections	Use 0 to 7 *content divider*/section pages or slides. *Content divider*/section pages may be tabbed, may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. They must not include any other *content*.

Up to 25 8 ½" x 11" pages or 35 slides	Evidence of Research	Document background research and *current* data supporting project concern. Examples of research include chapter history, school/student trends, *community* knowledge of FCCLA or Family and Consumer Sciences, etc. Cite all *resources* appropriately.
	Promotion Plan Description	A planned, cohesive promotion and publicity *campaign* with published goals and objectives for marketing and public relations efforts. Specify *current* year plans and timetable for implementation. Examples of promotion efforts include a new member packet, website, bulletins, brochures, letters to chapter members, school officials, and *community* members, handouts for FCCLA chapter events, and public relations aimed at other *professional* organizations. The results should be measurable, such as an increase in membership, increase in awareness of FCCLA, or greater motivation of its target *audience*.
	Evidence of *Campaign*	Publicity about chapter events and individual chapter achievers that appears in appropriate promotional material, i.e. news articles.
	Evidence of *Technology* Used	Use *technology* to develop promotional materials that raise awareness and educate the school, parents, and members of the *community* about the importance of FCCLA, chapter activities, and Family and Consumer Sciences education. Examples of *technology* include, but are not limited to: computer applications, audio or video production, multimedia, slides, and photography. Hard copies/pictures must be included in *portfolio.*
	Evidence of Public Awareness and Promotion	Evidence of a successful promotion plan such as appropriate increase in chapter membership, increase in chapter event participation, increase in interest about FCCLA, increase in support from the school and/or *community*, or development of partnerships with *community resources*.
	Relationship to Family and Consumer Sciences	Describe relationship of project *content* to Family and Consumer Sciences and/or related occupations.
	Works Cited/*Bibliography*	Use MLA or APA citation style to cite all references. *Resources* should be *reliable* and *current*.
	Appearance	*Portfolio* must be neat, legible, and *professional* and use correct grammar and spelling.

Oral Presentation

The oral presentation may be up to 10 minutes in length and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to a 5-minute playing time during the presentation. *Presentation equipment,* with no audio, may be used throughout the oral presentation. Participants may use any combination of *props,* materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Knowledge of Subject Matter	Show evidence of *current* data and knowledge of trends in *technology* and its application to Family and Consumer Sciences-related concerns.
Use of *Portfolio* and *Visuals*	Use *portfolio* to describe all phases of the project. Use original, creative, and appealing *visuals* 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 notes or note cards if used. Wear FCCLA official dress, professional dress, or costume appropriate for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.

Responses to Evaluator's Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

Writing Sample

The participant(s) will be given 10 minutes to develop an outline of the assigned writing sample to demonstrate their knowledge of skills needed in the communications field. The same writing sample and corresponding information will be assigned to all participants within the same level and will be evaluated for the inclusion of correct parts and professionalism. Writing samples may include, but are not limited to media releases, public service announcements (PSA), media advisory, an in-school or *community* flyer, and preparing a photograph for publication.

Resources

- ■ FCCLA Branding and Promotion Guide

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Point Summary Form

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station numbers.
2. Before student presentation, the room consultants must check participants' portfolio using the criteria and standards listed below and fill in the boxes.
3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the presentation together.
4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead Consultant.
5. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration Packet 0 *or* 3 points	Picked up by adviser or designated adult during scheduled time		
	No **0**	Yes **3**	
Event Online Orientation Documentation 0 *or* 2 points	**0** Official documentation not provided at presentation time or signed by adviser	**2** Official documentation provided at presentation time and signed by adviser	
Hardcopy Portfolio 0–1 point or **Electronic Portfolio** 0–1 point	**0** Binder is not the official FCCLA binder **0** Electronic Portfolio not in viewable format to the evaluators	**1** Binder is the official FCCLA binder **1** Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0–3 points	**0** Portfolio exceeds the page limit	**1**　　　**2**　　　**3** **2 or more errors**　**1 error**　**no errors** Portfolio contains no more than 36 single-sided pages or 47 slides completed correctly, including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process summary page or 2 slides • Project Summary Submission Proof • Up to 7 content divider pages or slides • Up to 25 content pages or 35 content slides	
Punctuality 0–1 point	**0** Participant was late for presentation	**1** Participant was on time for presentation	

EVALUATORS' SCORES		**ROOM CONSULTANT TOTAL**	
Evaluator 1_____	Initials _____	(10 points possible)	
Evaluator 2_____	Initials _____	**AVERAGE EVALUATOR SCORE**	
Evaluator 3_____	Initials _____	(90 points possible)	_ _ . _ _
Total Score_____	divided by number of evaluators	**FINAL SCORE**	
	= AVERAGE EVALUATOR SCORE	(Average Evaluator Score plus	
_____	*Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)*	Room Consultant Total)	_ _ . _ _

RATING ACHIEVED (circle one)　**Gold:** 90-100　　**Silver:** 70-89.99　　**Bronze:** 1-69.99

VERIFICATION OF FINAL SCORE AND RATING (please initial)

Evaluator 1_____　Evaluator 2_____　Evaluator 3_____　Adult Room Consultant_____　Event Lead Consultant_____

PROMOTE AND PUBLICIZE FCCLA!
Rubric

Name of Participant _____

Chapter_____   State_____   Team #_____   Station #_____   Level_____

FCCLA Planning Process Summary Page 0–5 points	**0** Planning Process summary not provided	**1** Inadequate steps in the Planning Process are presented	**2** All Planning Process steps are presented but not summarized	**3** All Planning Process steps are summarized	**4** Evidence that the Planning Process was utilized to plan project	**5** The Planning Process is used to plan the project. Each step is fully explained	
Evidence of Research 0-4 points	**0** Not explained	**1** Some research done but incomplete information	**2** Research is current but from unreliable sources	**3** Research is current, appropriate for topic, from reliable sources	**4** Research is current, documented correctly, and appropriate for topic		
Promotion Plan Description 0-10 points	**0** Not evident	**1 2** The promotion plan has ideas for a few projects and events	**3 4** The promotion plan includes ideas for several projects and events	**5 6** Promotion plan includes goals, objectives, and ideas for various projects and events throughout the year	**7 8** Promotion plan has goals, objectives, and ideas for various projects and events throughout the year. The plan includes detailed descriptions and is professional in grammar and organization	**9 10** Promotion plan is very detailed, creative, rigorous, encompassed several media, and challenges participants to learn and make contact in and out of their classrooms and schools	
Evidence of Campaign 0–10 points	**0** No evidence provided	**1 2** Portfolio contains very limited sample of the materials produced for the publicity campaign	**3 4** Portfolio contains some of the materials produced for the campaign	**5 6** Portfolio contains most of the materials produced for the campaign	**7 8** Portfolio contains samples of all materials produced for the publicity campaign	**9 10** There is an appropriate number of campaign materials and all are creative, innovative, professional and of high quality	
Evidence of Technology Used 0–3 points	**0** No technology used in project	**1** Technology used to develop project but not explained	**2** Technology and techniques used to develop project are explained	**3** Technology used to develop project and materials were developed to document project			
Evidence of Public Awareness and Promotion 0–5 points	**0** Evidence is missing	**1** The portfolio shows limited information regarding public awareness and promotion	**2** The portfolio adequately addresses the area of public awareness and promotion	**3** The portfolio extensively shows areas of public awareness and promotion	**4** The portfolio shows areas of public awareness and promotion potential and the increase that occurred throughout the campaign	**5** The portfolio shows areas of public awareness and promotion potential and the increase that occurred throughout the campaign, and opportunities or ideas for improvement	
Relationship to Family and Consumer Sciences and/or Related Occupations 0-5 points	**0** Not included	**1** Vaguely referred to	**2** Explained, but done so poorly	**3** Explained fully	**4** Explained fully with evidence of some understanding of content area	**5** Explained fully with evidence of mastery of the content area	
Works Cited/ Bibliography 0–3 points	**0** No resources listed	**1** Resources are incomplete, not current, or not reliable for project	**2** Reliable resources but incorrect style *(see style sheet)*	**3** Complete list of current and reliable resources, in MLA or APA style *(see style sheet)*			
Appearance 0–3 points	**0** Portfolio is illegible and unorganized	**1** Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	**2** Portfolio is neat, legible, and professional, with correct grammar and spelling	**3** Neat, legible, professional, correct grammar and spelling used with effective organization of information			

Points

ORAL PRESENTATION

Organization/ Delivery 0 – 10 points	0	1 2	3 4	5 6	7 8	9 10
	Presentation is not done or presented briefly and does not cover components of the project	Presentation covers some topic elements	Presentation covers all topic elements but with minimal information	Presentation gives complete information but does not explain the project well	Presentation covers information completely but does not flow well	Presentation covers all relevant information with a seamless and logical delivery

Knowledge of Subject Matter 0-5 points	0	1	2	3	4	5
	Little or no evidence of knowledge	Minimal evidence of knowledge	Some evidence of knowledge	Knowledge of subject matter is evident but not effectively used in presentation	Knowledge of subject matter is evident and shared at times in the presentation	Knowledge of subject matter is evident and incorporated throughout the presentation

Use of Portfolio and Visuals during Presentation 0-5 points	0	1	2	3	4	5
	Portfolio and visuals not used during presentation	Portfolio and visuals used to limit amount of speaking time	Portfolio and visuals used minimally during presentation	Portfolio and visuals incorporated throughout presentation	Portfolio and visuals used effectively throughout presentation	Presentation moves seamlessly between oral presentation, portfolio and visuals

Voice – pitch, tempo, volume 0-3 points	0	1	2	3
	Voice qualities not used effectively	Voice quality is adequate	Voice quality is good, but could improve	Voice quality is outstanding and pleasing

Body Language/ Clothing Choice 0-3 points	0	1	2	3
	Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	Gestures, posture, mannerisms, eye contact, and clothing are appropriate	Gestures, posture, mannerisms, eye contact, and clothing enhance presentation

Grammar/Word Usage/ Pronunciation 0-3 points	0	1	2	3
	Extensive (more than 5) grammatical and pronunciation errors	Some (3-5) grammatical and pronunciation errors	Few (1-2) grammatical and pronunciation errors	Presentation has no grammatical or pronunciation errors

Responses to Evaluators' Questions 0-5 points	0	1	2	3	4	5
	Did not answer evaluators' questions	Unable to answer some questions	Responded to all questions but without ease or accuracy	Responded adequately to all questions	Gave appropriate responses to evaluators' questions	Responses to questions were appropriate and given without hesitation

WRITING SAMPLE OUTLINE

Knowledge of Public Relations 0-6 points	0	1 2	3 4	5 6
	Writing sample outline not done	Demonstrates an attempt at sample but not real knowledge	Demonstrates some knowledge of required sample	Demonstrates high level of knowledge and skills and knowledge of required sample parts

Professionalism 0-2 points	0	1	2
	Writing sample outline not done	Sample is unorganized and has grammatical errors	Sample is organized, neat, and without grammatical errors

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

TOTAL
(90 points possible)

Evaluator # _____

Evaluator Initial _____

Room Consultant Initial _____