

DIGITAL STORIES FOR CHANGE

DIGITAL STORIES FOR CHANGE

An individual or *team event* recognizes participants who demonstrate their knowledge, skills and abilities to actively identify an issue concerning families, careers or communities; research the topic; and develop a *digital story* to advocate for positive change.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. 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 (NLC) and must be the work of the participant(s) only.
3. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required.
4. The use of inappropriate music, *graphics* or text will automatically disqualify the entry. Inappropriate materials are those that are obscene, profane or explicit.
5. The use of copyrighted music, photographs or *graphics* in the digital video may disqualify the entry. Music, photographs, text, trademarks or names that are used in the project must be properly cited and documented. Only original items or items licensed for reuse are allowed. Most popular/commercial music is copyrighted and its use strictly limited. Participants are encouraged to use music with the appropriate license for reuse and publication on the Internet. Copyright laws must be followed.
6. Participants must follow state or district rules/guidelines for student privacy and use photographs or student work when published online.
7. Participants who do not follow the event guidelines or the definition of the event, or if they create an item that does not align with the current event topic, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
■	■	■	■

EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

*See page 7 for more information on event levels.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Digital Story</i> , Project Components and Oral Presentation (National Leadership Qualifiers Only)	Table—Yes Laptop/Internet Access—Yes Electrical Access—Yes Wi-Fi – Yes	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

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

* A USB Drive is allowed for backup presentation use only. No additional Audio, *Presentation Equipment* or *Visuals* other than the presentation of the *digital story* are allowed.

DIGITAL STORIES FOR CHANGE

ANNUAL TOPIC

ANNUAL TOPIC, PRELIMINARY ROUND, & NATIONAL LEADERSHIP CONFERENCE (NLC)	
Annual Event Topic	Families First: Participants are to focus on a selected unit within the recently updated FCCLA National Program.
Preliminary Round	Participants must prepare a <i>digital story</i> and submit project components on the FCCLA Portal by deadline outlined on the FCCLA website .
National Leadership Conference (NLC)	The top 15 entries per level will advance to the National Leadership Conference (NLC) and present their <i>digital story</i> , plus oral presentation.

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PROCEDURES & TIME REQUIREMENTS (PRELIMINARY ROUND)

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Participants create a <i>digital story</i> about an issue concerning families, careers or communities using this year’s national topic (see above). It is not a demonstration, “how to” presentation or a photo/video slide show.			
Projects must be posted on the school/chapter website. Posted components include <i>digital story</i> with copyright notice, <i>project identification page</i> , project summary and FCCLA <i>Planning Process</i> summary page. The video must be embedded on the website and a link provided to the original source (such as YouTube, Vimeo, etc.). The other required project components must be able to be opened in PDF format.			
5 minutes	The total running time of the <i>digital story</i> must be no longer than 5 minutes in length, to include the title and credits.		
Total Time: 5 Minutes			

ENTRY SUBMISSION (PRELIMINARY ROUND)
Preliminary Round entries must be submitted in the FCCLA Adviser Portal under Meetings & Events by the deadline posted on the FCCLA website . An entry fee will be required. Projects must be ready for evaluation at that time and no changes may be made to projects until after the Top 15 are announced.

DIGITAL STORIES FOR CHANGE

PROCEDURES & TIME REQUIREMENTS (NATIONAL LEADERSHIP CONFERENCE)

1. A table and laptop computer with Internet connections will be provided. Participants may bring their *digital story* files on a USB drive as a backup. Participants are not allowed to bring in any additional equipment. Note cards may be used in the oral presentation.
2. To prepare for the National Leadership Conference (NLC) presentation, participants are encouraged to update their presentation based on preliminary Round evaluation feedback. Changes may be made after the top 15 are announced.
3. FCCLA will provide the laptop to use at National Leadership Conference (NLC). The computer will have access to the internet, Microsoft Office, and Adobe.

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
5 minutes	Participants will have 5 minutes to set up their presentation and type their website URL into the provided computer. Other persons may not assist.		
5 minutes	Participants will play their <i>digital story</i> video for the evaluators. The total running time of the <i>digital story</i> video may be up to 5 minutes in length. Videos will be stopped at 5 minutes.		
5 minutes	Participants must include an oral presentation which may be up to 5 minutes in length. A 1-minute warning will be given at 4 minutes. The participants will be stopped at 5 minutes.		
5 minutes	Following the presentation, evaluators will have 5 minutes to interview the participant and review the project website and/or video.		
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for each participant.		
Total Time: 25 Minutes			

DIGITAL STORIES FOR CHANGE SPECIFICATIONS

WEBSITE CONTENT	
Project Components	Projects must be posted on the school/chapter website. Posted components include: <i>digital story</i> video with copyright notice, <i>project identification page</i> , FCCLA <i>Planning Process</i> summary page. The video must be embedded on the website. The other required project components must be able to be opened in PDF format. Other formats are not allowed and will not be evaluated.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
1– 8 ½" x 11" page	<i>Project Identification Page</i>	Must include participant's name(s), chapter name, school, city, state, event name, level and project title. Page can be up to 1 8 ½" x 11" page, but cannot be larger. Must be posted on the website in PDF format.		
1– 8 ½" x 11" page	<i>FCCLA Planning Process Summary Page</i>	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; Must be posted on the website in PDF format. National Leadership Conference (NLC) Participants: use of the <i>Planning Process</i> must also be described in the oral presentation.		
1– 8 ½" x 11" page	<i>Evidence of Online Summary Form Submission</i>	Complete the <i>Online Project Summary Form</i> under the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission on the website.		
Up to 3– 8 ½" x 11" pages	<i>Project Summary Pages</i>	Project summary pages to include the purpose of the project, relationship to areas of Family and Consumer Sciences and/or related careers, relevant research, background information that might help the <i>audience</i> understand the point of view of the project and the change or awareness goal of the project. Must be posted on the website in PDF format.		
1– 8 ½" x 11" page	<i>Works Cited/Bibliography</i>	All work is original or copyright permissions are included; only items licensed for reuse are used. Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		

SPECIFICATIONS	
<i>Digital Story/Video Content</i>	Participants create a <i>digital story</i> about an issue concerning families, careers or communities using the Annual Event Topic (see event description). The <i>digital story/video</i> may be produced using video creation tools of the participants' choice, but must be posted online to the website and must be available for viewing online. Do not provide a video download.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Introduction	Create an original introduction to the <i>digital story</i> that catches interest and clearly relates to the purpose and focus of the <i>digital story</i> project. Video introduction must include FCCLA emblem.			
Purpose and Focus	Establish a clear purpose, focus and point of view early in the <i>digital story</i> . Maintain the purpose and focus throughout the video presentation.			
Subject Knowledge	Subject knowledge of the <i>family</i> , career or <i>community</i> issue is clearly evident. All information presented in the video is appropriate and accurate.			
Creativity and Design	Color, design, effects and creativity support the theme of the video. Must not distract the viewer from the purpose and focus.			
Technical Quality—Sound	Sound quality is clear (no crackling), volume levels are adequate and consistent.			
Technical Quality—Images or Video	Images used are original or licensed for reuse. Image or video quality is high resolution and there is no size distortion.			
Technical Quality—Editing	Editing and production provides minimal, smooth and effective transitions. Use of effects supports the story and maintains purpose and focus.			
Licensing	License the website <i>contents</i> , using school district licensing requirements or Creative Commons (www.creativecommons.org).			

DIGITAL STORIES FOR CHANGE

SPECIFICATIONS (CONTINUED)

Communication—Graphics/Images	<i>Graphics</i> , images or video creates emotion to match the storyline and communicates symbolism or metaphors. Images are well coordinated with music, sound or narrative. (Slide shows are not an acceptable format). Only original <i>graphics</i> or images or those licensed for reuse may be used.
Communication—Text	Word, text or <i>graphic</i> choices are powerful, vivid and descriptive to <i>audience</i> and support the purpose and focus. Spelling, word choice and grammar are used correctly.
Communication—Music/Sound	Music or sound used in the video significantly enriches the project, creates an appropriate mood or tone and coordinates text or images. Only original music or music licensed for reuse may be used.

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Narration	A narration of the <i>digital story</i> follows an original script. Narration includes at least 1 of the participants and others as desired. The main narration is in English; additional languages may be used to enhance the <i>digital story</i> . Diction, fluency and flow supports or enhances the project.		
Ending	Ending brings closure to the <i>digital story</i> and engages the <i>audience</i> in reflective thinking. Provide 1 step to take towards action.	Ending brings closure to the <i>digital story</i> and engages the <i>audience</i> in reflective thinking. Provide 2 steps to take towards action.	Ending brings closure to the <i>digital story</i> and engages the <i>audience</i> in reflective thinking. Provide 3 steps to take towards action.

PRESENTATION FORMAT (NATIONAL LEADERSHIP CONFERENCE (NLC) ONLY)

Oral Presentation	Following the viewing of the <i>digital story</i> presentation by evaluators, participants will deliver an oral presentation, which may be up to 5 minutes in length, to evaluators. The presentation must describe the FCCLA <i>Planning process</i> , research, planning, impact and personal learning of the participant as a result of the project. The presentation may not be prerecorded. No presentation elements are allowed during the oral presentation.
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SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver an organized, sequential oral presentation; concisely and thoroughly summarize project.		
Knowledge of Subject Matter	Demonstrate knowledge of subject matter, research and impact of project on participant(s).		
Relationship of Family and Consumer Sciences Coursework/Standards/National Programs	Describe the relationship of Family and Consumer Sciences coursework to selected topic.	Describe the relationship of Family and Consumer Sciences coursework to selected topic. Explain which FCCLA National Program(s) could be used during project implementation.	Describe the relationship of Family and Consumer Sciences coursework and standards to selected topic. Explain which FCCLA National Program(s) could be used during project implementation.
Voice	Speak clearly with appropriate pitch, tempo and volume.		
Body Language	Use appropriate body language including gestures, posture, mannerisms, eye contact and appropriate handling of notes or note cards if used.		
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage and pronunciation.		
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project.		

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Resources

A copy of the following resources may also be accessed in the FCCLA Adviser/Student Portal under “Resources” > “Competitive Events” > STAR Events Resources.

- [FCCLA Planning Process](#)
- [Work Cited Citation Guide](#)

National Leadership Conference Resources

- [Confirm STAR Events Instructions](#)
 - **Note:** This is only for National Leadership Conference Participants and can only be done by Chapter Advisers. Members should check with their Chapter Adviser to verify this step has been completed.
- [Online Orientation Instructions](#)
 - **Note:** This is only for National Leadership Conference Participants and can only be done in the Student Portal. This form and video will be released by May 1. Please check with your State Adviser for District/Regional/State Orientation requirements.

DIGITAL STORIES FOR CHANGE LEVEL 1 RUBRIC (PRELIMINARY ROUND)

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

WEBSITE CONTENT (DIGITAL STORY/VIDEO CONTENT)						POINTS
Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	
Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	

DIGITAL STORIES FOR CHANGE LEVEL 1 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication—Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication—Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication—Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action step unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 1 step toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 1 step toward clear action or change		

Evaluator's Comments—Include two things done well and two opportunities for improvement:	TOTAL (100 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____ RC Initials: _____	

DIGITAL STORIES FOR CHANGE LEVEL 2 RUBRIC (PRELIMINARY ROUND)

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

WEBSITE CONTENT (DIGITAL STORY/VIDEO CONTENT)						POINTS
Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	
Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	

DIGITAL STORIES FOR CHANGE LEVEL 2 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication—Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication—Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication—Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action steps unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 2 steps toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 2 steps toward clear action or change		

Evaluator's Comments—Include two things done well and two opportunities for improvement:	TOTAL (100 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	

DIGITAL STORIES FOR CHANGE LEVELS 3 & 4 RUBRIC (PRELIMINARY ROUND)

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

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Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	
Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	

DIGITAL STORIES FOR CHANGE LEVELS 3 & 4 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication—Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication—Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication—Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action steps unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 3 steps toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 3 steps toward clear action or change		

Evaluator's Comments—Include two things done well and two opportunities for improvement:	TOTAL (100 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	

DIGITAL STORIES FOR CHANGE

STAR EVENTS POINT SUMMARY FORM (NATIONAL LEADERSHIP CONFERENCE (NLC))

Participant Name: _____
 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. 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.
3. 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.
4. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			POINTS
Confirm STAR Competition(s) 0 or 1 point	Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by the deadline (National Leadership Conference Only) <div style="display: flex; justify-content: space-around;"> 0 No 1 Yes </div>		
Event Online Orientation Form 0 or 1 point	Online Orientation Form not completed in the Student Portal by the deadline 0	Online Orientation Form completed in the Student Portal by the deadline 1	
Punctuality 0 or 1 point	Participant was late for presentation 0	Participant was on time for presentation 1	
Dress Code 0 or 1 point	Event dress code was not followed 0	Event dress code was followed 1	
EVALUATORS' SCORES Evaluator 1: _____ Initials: _____ Evaluator 2: _____ Initials: _____ Evaluator 3: _____ Initials: _____ Total Score: _____ _____ Divided by # of Evaluators = AVERAGE EVALUATOR SCORE			ROOM CONSULTANT TOTAL (4 points possible) AVERAGE EVALUATOR SCORE (129 points possible) FINAL SCORE (Average Evaluator Score plus Room Consultant Score)
Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)			FINAL SCORE divided by 133 possible points = RATING SCORE PERCENTAGE

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

VERIFICATION OF FINAL SCORE & RATING (please initial)

Evaluator 1: _____ Evaluator 2: _____ Evaluator 3: _____ Adult Room Consultant: _____ Event Lead Consultant: _____

DIGITAL STORIES FOR CHANGE LEVEL 1 RUBRIC (NATIONAL LEADERSHIP CONFERENCE)

Participant Name: _____
Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

WEBSITE CONTENT (DIGITAL STORY/VIDEO CONTENT)						POINTS
Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	

DIGITAL STORIES FOR CHANGE

LEVEL 1 RUBRIC (NATIONAL LEADERSHIP CONFERENCE) (CONTINUED)

Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	
Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication— Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication— Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication— Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action step unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 1 step toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 1 step toward clear action or change		

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Relationship of Family and Consumer Sciences Coursework and Standards 0–3 points	0 No evidence of relationship between FCS coursework and project	1 Limited evidence of relationship between FCS coursework and project	2 Relationship between FCS coursework and project is evident and shared at times	3 Relationship between FCS coursework and project is evident and explained well		

DIGITAL STORIES FOR CHANGE

LEVEL 1 RUBRIC (NATIONAL LEADERSHIP CONFERENCE) (CONTINUED)

Voice–pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
Grammar/Word Usage/Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded adequately to all questions	3 Responses to questions were appropriate and given without hesitation		
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (129 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

DIGITAL STORIES FOR CHANGE LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE)

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

WEBSITE CONTENT (DIGITAL STORY/VIDEO CONTENT)						POINTS
Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	

DIGITAL STORIES FOR CHANGE

LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE) (CONTINUED)

Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	
Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication— Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication— Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication— Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action steps unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 2 steps toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 2 steps toward clear action or change		

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Relationship of Family and Consumer Sciences Coursework and Standards 0–3 points	0 No evidence of relationship between FCS coursework and project. National program not identified	1 Limited evidence of relationship between FCS coursework and project. National Program not identified	2 Relationship between FCS coursework and project is evident and shared at times. National Program identified	3 Relationship between FCS coursework and project is evident, National Program identified and both explained well		

DIGITAL STORIES FOR CHANGE

LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE) (CONTINUED)

Voice–pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
Grammar/Word Usage/ Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded adequately to all questions	3 Responses to questions were appropriate and given without hesitation		
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (129 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

DIGITAL STORIES FOR CHANGE

LEVELS 3 & 4 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC))

Participant Name: _____

Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 4 points	0 Project Identification Page is missing, is not completed or includes incorrect information	4 Project Identification Page is present, contains participants' names, chapter name, school, city, state, event name, level and project title				
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not provided	1 Signed proof of submission from the online form is included				
Project Summary 0–10 points	0 Not provided	1 2 Purpose, FCS relationship, research, background information and goal of the project is minimally explained or is inconsistent and presented	3 4 Purpose, FCS relationship, research, background information and goal of the project is explained but lacking detail or is disorganized	5 6 7 Purpose, FCS relationship, research, background information and goal of the project is explained and presented	8 9 10 Purpose of project, relationship to FCS areas and/or related careers, research, background information and goal of the project is well explained and presented in an organized format	
Works Cited/Bibliography 0–5 points	0 Not provided	1 2 Copyright is questionable and source list is incomplete or inconsistent	3 Copyright statements and permissions are included for most sources but in an inconsistent format	4 Copyright statements and permissions are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	5 Work is original, copyright statements with permissions granted are included for all sources. Sources are complete, current, reliable and in MLA/APA citation (see citation guide)	

WEBSITE CONTENT (DIGITAL STORY/VIDEO CONTENT)						POINTS
Introduction 0–5 points	0 No introduction. FCCLA emblem not included	1 2 Introduction ineffective or purpose/focus unclear. FCCLA emblem included but not at first	3 4 Introduction is original, catches interest and states purpose and focus. Includes the FCCLA emblem	5 Introduction is original, catches interest and clearly states purpose and focus. Includes the FCCLA emblem		
Purpose and Focus 0–5 points	0 Not evident	1 2 Purpose, focus and point of view is vague and/or inconsistent throughout presentation	3 4 Purpose, focus and point of view is established and loosely maintained throughout presentation	5 Purpose, focus and point of view is clear and maintained throughout the presentation		
Subject Knowledge 0–10 points	0 Subject knowledge is unclear. Presented information is inappropriate or inaccurate	1 2 Subject knowledge is limited. Presented information is mostly appropriate and accurate	3 4 5 Evidence of knowledge, but not used effectively in the presentation	6 7 8 Subject knowledge is evident. All presented information is appropriate and accurate	9 10 Subject knowledge is clearly evident. All presented information is extremely appropriate and accurate	
Creativity and Design 0–5 points	0 No theme, purpose or focus identified	1 2 Use of color, design, effects and creativity loosely support the theme. Many distractions from the purpose and focus	3 Use of color, design, effects and creativity support the theme but distract from the purpose and focus	4 Use of color, design, effects and creativity support the theme and do not distract from the purpose and focus	5 Use of color, design, effects and creativity clearly support the theme and do not distract from the purpose and focus	
Technical Quality Sound 0–5 points	0 Not evident	1 Sound quality is poor. Volume levels are inconsistent	2 3 Sound quality is clear. Volume levels are mostly consistent	4 Sound quality is clear. Volume levels are consistent	5 Sound quality is very clear. Volume levels are consistent	

DIGITAL STORIES FOR CHANGE

LEVELS 3 & 4 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC)) (CONTINUED)

Technical Quality Images or Video 0–5 points	0 Images/video are either not included, unoriginal or unlicensed for reuse	1 Images/video quality is poor (low resolution, size distortion). All images are original or licensed for reuse	2 3 Images/video quality is inconsistent. All images are original or licensed for reuse	4 Images/video quality is good throughout. All images are original or licensed for reuse	5 Images/video quality is excellent—high resolution, no distortion. All images are original or licensed for reuse	
Technical Quality Editing 0–5 points	0 Not evident	1 Transitions are ineffective or do not support story. Purpose and focus unclear	2 3 Transitions are either minimal, smooth or effective. Supports story, maintains focus or purpose	4 Transitions are minimal, smooth and effective. Supports story, maintains focus or purpose	5 Transitions are minimal, smooth and highly effective. Supports story, maintains focus or purpose	
Licensing 0 or 5 points	0 The video was not licensed by the participant	5 A Creative Commons license or copyright statement is included in the video				
Communication— Graphics/Images 0–5 points	0 Graphics, images or video are either not included, unoriginal or unlicensed for reuse	1 2 Graphics, images or video either lack emotion or do not match storyline. Images poorly coordinate with music, sound or narrative. All images are original or licensed for reuse	3 4 Graphics, images or video creates emotion to match storyline. Images Mostly coordinate with music, sound or narrative. All images are original or licensed for reuse	5 Graphics, images or video creates emotion to match storyline. Images coordinate with music, sound or narrative. All images are original or licensed for reuse		
Communication— Text 0–5 points	0 Not included	1 2 Word or text does not enhance the project or is inappropriate and unsupportive of the purpose and focus. Contains spelling, word choice and grammar errors	3 4 Word or text choices are appropriate and supportive of the purpose and focus. Spelling, word choice and grammar are correct	5 Word or text choices are powerful, vivid, descriptive to audience and supportive of the purpose and focus. Spelling, word choice and grammar are correct		
Communication— Music/Sound 0–5 points	0 Music/sound either not included, unoriginal or unlicensed for reuse	1 2 Music/sound creates an inappropriate mood/tone. All music/sound is original or licensed for reuse	3 4 Music/sound creates appropriate mood/tone. All music/sound is original or licensed for reuse	5 Music/sound significantly enriches the project, creates appropriate mood/tone and coordinates with images. All music/sound is original or licensed for reuse		
Narration 0–5 points	0 Not included	1 2 Script lacks originality and includes at least 1 participant. Poor diction, fluency and flow	3 4 Original script including at least 1 participant. Diction, fluency and flow generally supports the project	5 Original script including at least 1 participant. Diction, fluency and flow significantly supports or enhances the project		
Ending 0–5 points	0 Ending is abrupt, weak or video simply stops. No action step	1 2 Ending is somewhat developed but does not engage the audience in reflective thinking. Action steps unclear	3 4 Ending brings closure and engages the audience in reflective thinking and 3 steps toward action or change	5 Ending brings closure and engages the audience in reflective thinking and 3 steps toward clear action or change		

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Relationship of Family and Consumer Sciences Coursework and Standards 0–3 points	0 No evidence of relationship between FCS coursework, standards and project. Neither National Program identified	1 Limited evidence of relationship between FCS coursework, standards and project. Either National Program not identified	2 Evidence of relationship between FCS coursework, standards and project. National Program identified	3 Detailed evidence of relationship between FCS coursework, standards and project. National Program identified. All components explained well		

DIGITAL STORIES FOR CHANGE

LEVELS 3 & 4 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC)) (CONTINUED)

Voice–pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
Grammar/Word Usage/Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded adequately to all questions	3 Responses to questions were appropriate and given without hesitation		
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (129 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	