

ENTREPRENEURSHIP

ENTREPRENEURSHIP

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

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competitions.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
4. 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. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. Proposed businesses may not involve alcohol, substances or activities that violate local school district policy, including weapons, etc. Proposed businesses involving any items listed above will result in immediate disqualification.
6. Participants who do not follow the event guidelines or the definition of the event, 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>Portfolio</i> and Oral Presentation	Table—Yes Electrical Access—No Wall Space—No Supplies—No Wi-Fi – No	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

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

* *Presentation Equipment* is allowed only for presentation of *electronic portfolio*.

ENTREPRENEURSHIP COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Each entry will submit a <i>portfolio</i> (<i>hardcopy</i> or electronic) to the event Room Consultant at the designated participation time.			
15 minutes	Participant(s) will have 15 minutes to set up for the event. Other persons may not assist. Room Consultants and evaluators will have 15 minutes to preview the <i>portfolio</i> (<i>hardcopy</i> or electronic) during participant set-up time. The participant must make the <i>electronic portfolio</i> accessible to evaluators.		
20 minutes	The oral presentation may be up to 20 minutes in length. A 1-minute warning will be given at 19 minutes. Participants will be stopped at 20 minutes. If audio or audiovisual recordings are used, they are limited to a 3-minute playing time during the presentation.		
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.		
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.		
Total Time: 45 Minutes			

ENTREPRENEURSHIP SPECIFICATIONS

PORTFOLIO FORMAT (CHOOSE ONE)	
Hardcopy Portfolio	The <i>portfolio</i> 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 <i>content divider pages</i> , must fit within the cover, be one-sided and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a <i>hardcopy portfolio</i> has been turned in to the evaluators, participants may not switch to an <i>electronic portfolio</i> .
Electronic Portfolio	An <i>electronic portfolio</i> 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 <i>electronic portfolio</i> 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 are responsible for providing the <i>technology</i> used to present the project to the evaluators. Once an <i>electronic portfolio</i> is turned in to the evaluators, participants may not switch to a <i>hardcopy portfolio</i> . The <i>portfolio</i> may not exceed 75 slides, as described below.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 1– 8 ½" x 11" page or 1 slide	Project Identification Page	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 or 1 slide, but cannot be larger.		
1– 8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.		
1– 8 ½" x 11" page or 2 slides	FCCLA Planning Process Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.		
1– 8 ½" x 11" page or 1 slide	Evidence of Online Summary Form Submission	Complete the <i>Online Project Summary Form</i> under the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the <i>portfolio</i> .		
0–10 Content Divider/section pages or slides	Content Divider Pages or sections	Use 0 to 10 <i>Content Divider/section</i> pages or slides. <i>Content Divider/section</i> pages must be tabbed, must contain a title, a section name, <i>graphic</i> elements, thematic decorations and page numbers. They must not include any other <i>content</i> .		

ENTREPRENEURSHIP SPECIFICATIONS (CONTINUED)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 50 8 ½" x 11" pages or 60 slides	Business Description	Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served.	Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use <i>community</i> survey data or market research to justify the selected demographics served.	Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use <i>community</i> survey/ market research data to justify the selected demographics served. Determine the business' feasibility based on the needs and wants of the <i>community</i> where the new business will be located.
	Facility	Describe the physical location (both inside and outside), utility providers and emergency procedures.	Describe the physical location (both inside and outside) including images of the design concept. Describe utility providers, emergency procedures and facility maintenance procedures.	Describe the physical location (both inside and outside) including images of the design concept. Develop a chart of utility providers with contact information and a description of each provider. Prepare emergency procedures and a facility maintenance plan based on recommendations from OSHA.
	Supplies and Equipment	Include list of suppliers, inventory of equipment and supplies and description of maintenance/repair policies.	Include chart of suppliers with contact information and description of each supplier. Develop a detailed inventory of equipment and supplies needed for day-to-day business operations. Describe provisions for maintenance and repair of equipment integral to the operation of your business considering authorized service requirements for certain equipment.	
	Organizational Chart	Develop an organizational chart with job titles, descriptions and tasks for the business. Include hierarchy/departments as projected for business growth.		Develop an organizational chart with job titles, descriptions and tasks for the business. Include hierarchy/departments as projected for business growth and characteristics/personality traits important for each position.

ENTREPRENEURSHIP SPECIFICATIONS (CONTINUED)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 50 8 ½" x 11" pages or 60 slides (continued)	Personnel Management	Describe hiring procedures, salaries/hourly wages, benefits and employee evaluations/appraisals. Include applicable forms and records.	Describe hiring procedures, salaries/hourly wages, benefits, employee evaluations/appraisals and recruitment/retention policies. Include applicable forms and records. Outline business personnel procedures from hiring and retention to resignation/firing.	
	Funding Sources for Business	Describe methods and sources for business funding.	Describe methods and sources for business funding. Include fee structures and expenses related to securing funding for the business.	Describe methods and sources for business funding. Include fee structures and expenses related to securing funding for the business. Develop a chart to determine your start-up costs.
	Budget	Describe income, expenditures, financial procedures and applicable tax information. Include all applicable forms.	Develop a budget for the first 6 months of business operations, including income, expenditures, financial procedures and applicable tax information. Describe the origin of the figures in your budget. Include all applicable forms.	Develop a budget for the first 12 months of business operations, including income, expenditures, financial procedures and applicable tax information. Describe the origin of the figures in your budget. Include all applicable forms.
	Laws, Regulations and Codes	Describe health, environment, fire, insurance, zoning and other local/county and state codes. (Actual codebooks need not be included.)	Describe health, environment, fire, insurance, zoning and other local/county and state codes. (Actual codebooks need not be included.) Create a chart providing appropriate governmental contact information for the applicable laws, regulations and codes for the business. List specific occupational health/safety trainings, if needed. Provide explanation for the selected laws, regulations and codes included in the <i>portfolio</i> .	
	Marketing Plan	Describe advertising plan (including special events) and include at least 3 sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events) and include at least 4 sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events) and include at least 6 sample advertisements to cover types of advertising chosen.
	Works Cited/Bibliography	Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		
	Portfolio Appearance	Business plan must be organized, neat, legible, <i>professional</i> and use correct grammar and spelling.		

ENTREPRENEURSHIP

SPECIFICATIONS (CONTINUED)

PRESENTATION FORMAT			
Oral Presentation	The oral presentation may be up to 20 minutes in length and is delivered to evaluators. The presentation must be <i>professional</i> in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to a 3-minute playing time. <i>Visuals</i> must be used during the presentation. The <i>portfolio</i> may be used as a visual.		
SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.		
Knowledge of Subject Matter	Show evidence of understanding of entrepreneurial skills including facility management, budget and credit management, personnel management and understanding of government regulations.		
Relationship of Family and Consumer Sciences Coursework	Describe the relationship of Family and Consumer Sciences coursework to selected business.	Describe the relationship of Family and Consumer Sciences coursework to selected business. Explain which FCCLA National Program(s) could be used during project implementation.	Describe the relationship of Family and Consumer Sciences coursework and standards to selected business. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathway.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative and appealing <i>visuals</i> to enhance the presentation.		
Voice	Speak clearly with appropriate pitch, tempo and volume.		
Body Language	Use appropriate body language including gestures, posture, mannerisms, eye contact and appropriate handling of <i>visuals</i> and notes or notecards 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.		

ENTREPRENEURSHIP

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.

ENTREPRENEURSHIP LEVEL 1 RUBRIC

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

PORTFOLIO						POINTS
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 or 2 slides	
Business Description 0–5 points	0 Not included	1 2 At least 1 components not listed	3 Business name, mission, services, hours and demographics loosely detailed	4 Business name, mission, services, hours and demographics detailed	5 Business name, mission, services, hours and demographics well detailed	
Facility 0–5 points	0 Not included	1 2 Description of physical location (interior/exterior), utility providers and emergency procedures loosely detailed	3 4 Description of physical location (interior/exterior), utility providers and emergency procedures detailed	5 Description of physical location (interior/exterior), utility providers and emergency procedures well detailed		
Supplies and Equipment 0–5 points	0 Not included	1 2 List of suppliers, equipment/supply inventory and description of maintenance and repair policies loosely detailed	3 4 List of suppliers, equipment/supply inventory and description of maintenance and repair policies detailed	5 List of suppliers, equipment/supply inventory and description of maintenance and repair policies well detailed		
Organizational Chart 0–4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth loosely detailed	3 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth detailed	4 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth well detailed	
Personnel Management 0–5 points	0 Not included	1 2 Hiring procedures, wages, benefits and evaluations loosely detailed. Forms and records included but lack detail	3 4 Hiring procedures, wages, benefits and evaluations detailed. Forms and records included	5 Hiring procedures, wages, benefits and evaluations well detailed. Forms and records included		
Funding for Business 0–5 points	0 Not evident	1 2 Methods and sources for business funding loosely detailed	3 4 Methods and sources for business funding detailed	5 Methods and sources for business funding well detailed		
Budget 0–5 points	0 Not included	1 2 Income, expenditures, financial procedures and tax info loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures and tax info detailed. All applicable forms included	5 Income, expenditures, financial procedures and tax info well detailed. All applicable forms included		
Laws, Regulations and Codes 0–5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed	3 4 Health, environment, fire, insurance and other local/county and state codes detailed	5 Health, environment, fire, insurance and other local/county and state codes well detailed		
Marketing Plan 0–5 points	0 Not evident	1 2 Advertising plan including special events and at least 3 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 3 sample advertisements detailed	5 Advertising plan including special events and at least 3 sample advertisements well detailed		
Works Cited/ Bibliography 0–3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		

ENTREPRENEURSHIP LEVEL 1 RUBRIC (CONTINUED)

Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		
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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 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		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
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 and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' 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 (92 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____ RC Initials: _____	

ENTREPRENEURSHIP LEVEL 2 RUBRIC

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

PORTFOLIO						POINTS
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 or 2 slides	
Business Description 0–5 points	0 Not included	1 2 At least 1 components not listed and/or justification for demographics served unclear	3 Business name, mission, services, hours and demographics loosely detailed. Little justification for demographic served based on data and research	4 Business name, mission, services, hours and demographics detailed. Justification for demographic served based on data and research	5 Business name, mission, services, hours and demographics well detailed. Clear justification for demographic served based on data and research	
Facility 0–5 points	0 Not included	1 2 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures loosely detailed	3 4 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures detailed	5 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures well detailed		
Supplies and Equipment 0–5 points	0 Not included	1 2 Chart of suppliers with contact info and descriptions, day-to- day equipment/supply inventory and provisions for maintenance/care loosely detailed	3 4 Chart of suppliers with contact info and descriptions, day-to- day equipment/supply inventory and provisions for maintenance/care detailed	5 Chart of suppliers with contact info and descriptions, day-to- day equipment/supply inventory and provisions for maintenance/care well detailed		
Organizational Chart 0–4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth loosely detailed	3 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth detailed	4 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth well detailed	
Personnel Management 0–5 points	0 Not included	1 2 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies loosely detailed. Forms and records included but lack detail. Personnel procedures loosely outlined	3 4 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies detailed. Forms and records included. Personnel procedures outlined	5 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies well detailed. Forms and records included. Personnel procedures well outlined		
Funding for Business 0–5 points	0 Not evident	1 2 Methods and sources for business funding loosely detailed Methods/sources for business funding and fee structures/expenses loosely detailed	3 4 Methods/sources for business funding and fee structures/expenses detailed	5 Methods/sources for business funding and fee structures/expenses well detailed		
Budget 0–5 points	0 Not included	1 2 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months detailed. All applicable forms included	5 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months well detailed. All applicable forms included		

ENTREPRENEURSHIP LEVEL 2 RUBRIC (CONTINUED)

Laws, Regulations and Codes 0–5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws fairly clear	3 4 Health, environment, fire, insurance and other local/county and state codes detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws clear	5 Health, environment, fire, insurance and other local/county and state codes well detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws extremely clear		
Marketing Plan 0–5 points	0 Not evident	1 2 Advertising plan including special events and at least 4 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 4 sample advertisements detailed	5 Advertising plan including special events and at least 4 sample advertisements well detailed		
Works Cited/Bibliography 0–3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		

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 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 Evidence of relationship between FCS coursework and project. National Program identified	3 Detailed evidence of relationship between FCS coursework and project. National Program identified and explained well		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
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			



ENTREPRENEURSHIP

LEVEL 2 RUBRIC (CONTINUED)

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 and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' 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 (92 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	

ENTREPRENEURSHIP LEVELS 3 & 4 RUBRIC

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

PORTFOLIO						POINTS
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 or 2 slides	
Business Description 0–5 points	0 Not included	1 2 At least 1 component not listed. Feasibility or justification unclear	3 Business name, mission, services, hours, demographics and feasibility loosely detailed. Little justification for demographic served based on data and research	4 Business name, mission, services, hours, demographics and feasibility detailed. Justification for demographic served based on data and research	5 Business name, mission, services, hours, demographics and feasibility well detailed. Clear justification for demographic served based on data and research	
Facility 0–5 points	0 Not included	1 2 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures loosely detailed	3 4 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures detailed	5 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures well detailed		
Supplies and Equipment 0–5 points	0 Not included	1 2 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care loosely detailed	3 4 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care detailed	5 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care well detailed		
Organizational Chart 0–4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits loosely detailed	3 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits detailed	4 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits well detailed	
Personnel Management 0–5 points	0 Not included	1 2 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies loosely detailed. Forms and records included but lack detail. Personnel procedures loosely outlined	3 4 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies detailed. Forms and records included. Personnel procedures outlined	5 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies well detailed. Forms and records included. Personnel procedures well outlined		
Funding for Business 0–5 points	0 Not evident	1 2 Methods/sources for business funding, fee structures/expenses and chart for start-up costs loosely detailed	3 4 Methods/sources for business funding, fee structures/expenses and chart for start-up costs detailed	5 Methods/sources for business funding, fee structures/expenses and chart for start-up costs well detailed		
Budget 0–5 points	0 Not included	1 2 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months detailed. All applicable forms included	5 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months well detailed. All applicable forms included		

ENTREPRENEURSHIP LEVELS 3 & 4 RUBRIC (CONTINUED)

Laws, Regulations and Codes 0–5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws fairly clear	3 4 Health, environment, fire, insurance and other local/county and state codes detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws clear	5 Health, environment, fire, insurance and other local/county and state codes well detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws extremely clear		
Marketing Plan 0–5 points	0 Not evident	1 2 Advertising plan including special events and at least 6 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 6 sample advertisements detailed	5 Advertising plan including special events and at least 6 sample advertisements well detailed		
Works Cited/Bibliography 0–3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		

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 0–3 points	0 No evidence of relationship between FCS coursework, standards and project. Neither National Program nor career pathway identified	1 Limited evidence of relationship between FCS coursework, standards and project. Either National Program or career pathway not identified	2 Evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified	3 Detailed evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified. All components explained well		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
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			

ENTREPRENEURSHIP

LEVELS 3 & 4 RUBRIC (CONTINUED)

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 and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' 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 (92 Points Possible)	
	Evaluator #: _____ Evaluator Initials: _____ RC Initials: _____	