

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:	Level 2:	Level 3:	Level 4:
Through Grade 8	Grades 9–10	Grades 11–12	Postsecondary
*See page 7 for more information	n on event levels.		

GENERAL INFORMATION			
Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	Portfolio and Oral Presentation	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No	FCCLA Official Dress

PRESENTATIO	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.								



COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4		
Each entry will submit	a portfolio (hardcopy or electronic) to the ev	ent Room Consultant at the de	signated participation time.		
15 minutes	Participant(s) will have 15 minutes Consultants and evaluators will ha	ve 15 minutes to preview the p	ortfolio (hardcopy or electronic)		
	during participant set—up time. The evaluators.				
20 minutes	The oral presentation may be up to minutes. Participants will be stopp they are limited to a 3-minute play	ed at 20 minutes. If audio or a	udiovisual recordings are used,		
5 minutes	Following the presentation, evalua	tors will have 5 minutes to inte	erview 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 (CHO	DOSE ONE)
Hardcopy Portfolio	The portfolio is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the content divider pages, must fit within the cover, be one—sided and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a hardcopy portfolio has been turned in to the evaluators, participants may not switch to an electronic portfolio.
Electronic Portfolio	An <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 nam level, and project title. Page can be up to 1 - 8 ½" x 11" page or 1 slide, but cann 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.			
1-8½" x 11" page or 2 slides	FCCLA Planning Process Summary Page	Summarize how each step o the project; use of the <i>Plann</i> presentation.	_	used to plan and implement scribed in the oral	
1-8 ½" x 11" page or 1 slide	Evidence of Online Summary Form Submission	Complete the <i>Online Project</i> the FCCLA Student Portal an	•	"Surveys Applications" tab of about the surveys in the portfolio.	
0-10 Content Divider/section pages or slides	Content Divider Pages or sections	Use 0 to 10 <i>Content</i> Divider, must be tabbed, must conta decorations and page numb	in a title, a section name, g	raphic elements, thematic	



SPECIFICATIONS (CONTINUED)

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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 demo <i>graphics</i> served.	Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use community survey data or market research to justify the selected demographics served.	Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use community survey/ market research data to justify the selected demographics served. Determine the business' feasibility based on the needs and wants of the community 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 description of each supplier. Develop a detailed inventory of equipment and supplies needed for da 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 of descriptions and tasks for the hierarchy/departments as part of growth.	ne business. Include	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.



SPECIFICATIONS (CONTINUED)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4	
		Describe hiring procedures,	Describe hiring procedures, benefits, employee evaluat	salaries/hourly wages, ions/appraisals and	
Up to 50 8 ½" x 11" pages or 60 slides (continued)	Personnel Management	salaries/hourly wages, benefits and employee evaluations/appraisals. Include applicable forms and records.	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, zonir 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 explanat for the selected laws, regulations and codes include the portfolio.		
	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/ <i>Bibliography</i>	Use MLA or APA formatting current.	when citing sources. All sour	ces must be <i>reliable</i> and	
	Portfolio Appearance		nized, neat, legible, <i>profession</i>	nal and use correct	
		U			



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 or summarize business plan.	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.					
Knowledge of Subject	Show evidence of understanding	of entrepreneurial skills including	facility management, budget				
Matter	and credit management, personi	nel management and understandir	ng 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 phase enhance the presentation.	es of the project. Use original, cre	ative and appealing visuals to				
Voice	Speak clearly with appropriate pi	itch, 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	Use proper grammar, word usage	e and pronunciation.					
Usage/Pronunciation							
Responses to Evaluators' Questions	Provide clear and concise answe	rs to evaluators' questions regardi	ng project.				



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 <u>only</u> 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 <u>only</u> 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.



STAR EVENTS POINT SUMMARY FORM

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

- Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, write "No Show" across the top and return with other forms. Do NOT change team or station numbers.
- 2. Before student presentation, the room consultants must check participants' portfolio using the criteria and standards listed below and fill in the boxes.
- 3. Confirm STAR Competition(s) is mandatory solely for participation at the National Leadership Conference. States have the authority to decide whether this requirement applies to picking up the registration packet and confirming the event/schedule accuracy OR attending a statespecific orientation.
- 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.
- 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.
- Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			POINT:
	Confirmed STAR Competition(s) schedule	in the FCCLA Adviser Portal by the deadline	
Confirm STAR Competition(s)		ip Conference Only)	
or 1 point	0	' 1	
·	No	Yes	
	0	1	
Event Online Orientation Form	Online Orientation Form not completed in the	Online Orientation Form completed in the	
O or 1 point	Student Portal by the deadline	Student Portal by the deadline	
Hardcopy Portfolio	0	1	
0 or 1 point	Binder is not the official FCCLA binder	Binder is the official FCCLA binder	
OR	0	1	
Electronic Portfolio	Electronic Portfolio not in viewable format to	Electronic Portfolio in viewable format to the	
or 1 point	the evaluators	evaluators	
	0	1 2 3	
	The portfolio exceeds the page limit	At least 2 errors 1 error no errors	
		The portfolio is completed correctly and does	
		not exceed 64 single-sided pages or 75 slides,	
Postfolio Dogos		including:	
Portfolio Pages 0–3 points		1 project ID page or slide	
5–3 politis		• 1 table of contents page or slide	
		• 1 Planning Process summary page or 2 slides	
		 Project Summary Form submission proof 	
		Up to 10 Content Divider Pages or slides	
		Up to 50 content pages or 60 content slides	
Punctuality	0	1	
or 1 point	Participant was late for presentation	Participant was on time for presentation	
Dress Code	0	1	
or 1 point	Event dress code was not followed	Event dress code was followed	
EVALUATORS' SCORES		ROOM CONSULTANT TOTAL	
Evaluator 1:	Initials:	(8 Points Possible)	
Evaluator 2:	Initials:	AVERAGE EVALUATOR SCORE	
Evaluator 3:	Initials:	(92 Points Possible)	
Total Score:	Divided by # of Evaluators	FINAL SCORE	
	= AVERAGE EVALUATOR SCORE	(Average Evaluator Score plus	
	Rounded only to the nearest hundredth (i.e., 79.	.99 not 80.00) Room Consultant Score)	
RATING ACHIEVED (circle one)	Gold: 90–100 Silver: 70–89.99 B	Sronze: 1–69.99	
ERIFICATION OF FINAL SCORE 8			
Evaluator 1: Evaluato	or 2: Evaluator 3: Adult Roc	om Consultant: Event Lead Consultant	t:



LEVEL 1 RUBRIC

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

PORTFOLIO						DOINE
	•	4 2 2	4 5 6	7 0	0 10	POINT
FCCLA Planning Process Summary Page 0–10 points	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	Business name, mission, services, hours and demographics loosely detailed	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	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	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	Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth well detailed	
Personnel Management 0–5 points	0 Not included	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	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	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)		



LEVEL 1 RUBRIC (CONTINUED)

	0	1	2	3	
Portfolio	Portfolio is disorganized and	Portfolio is disorganized,	Portfolio is organized, neat,	Portfolio is effectively	
Appearance	illegible	illegible and contains few	legible and professional, with	organized, neat, legible,	
0–3 points		grammar or spelling errors	correct grammar and spelling	professional with correct	
				grammar and spelling	

ORAL PRESEN	ITATION					POINTS
	0	1 2 3	4 5 6	7 8	9 10	
Organization/	Presentation is not	The presentation covers	Presentation gives	Presentation covers	Presentation covers all	
Delivery	complete or presented	some or all topic elements	complete information but	information completely	relevant information with	
0-10 points	briefly and does not cover	with limited information	does not explain the	but does not flow well	a seamless and logical	
	components of the project		project well		delivery	
	0	1 2	3	4	5	
Knowledge of	Little or no evidence of	Minimal evidence of	Knowledge of subject	Knowledge of subject	Knowledge of subject	
Subject Matter	subject matter knowledge	subject matter knowledge	matter is evident but not	matter is evident and	matter is evident and	
0–5 points			effectively used in	shared at times in the	incorporated throughout	
			presentation	presentation	the presentation	
Relationship of	0	1	2	3		
Family and	No evidence of	Limited evidence of	Relationship between FCS	Relationship between FCS		
Consumer	relationship between FCS	relationship between FCS	coursework and project is	coursework and project is		
Sciences	coursework and project	coursework and project	evident and shared at	evident and explained well		
Coursework			times			
0–3 points						
Use of Portfolio	0	1	2	3		
and Visuals	Portfolio and visuals not	Portfolio and visuals used	Portfolio and visuals used	Presentation moves		
during	used during presentation	minimally during	effectively throughout	seamlessly between oral		
Presentation		presentation	presentation	presentation, portfolio and		
0–3 points				visuals		
Voice-pitch,	0	1	2	3		
tempo, volume	Voice qualities not used	Voice quality is adequate	Voice quality is good, but	Voice quality is		
0–3 points	effectively		could improve	outstanding and pleasing		
	0	1	2			
Body Language	Uses inappropriate	Gestures, posture,	Gestures, posture,			
0–2 points	gestures, posture or	mannerisms and eye	mannerisms, and eye			
0 2 points	mannerisms, avoids eye	contact is inconsistent	contact are appropriate			
	contact					
Grammar/Word	0	1	2	3		
Usage/	Extensive (more than 5)	Some (3–5) grammatical	Few (1–2) grammatical and	Presentation has no		
Pronunciation	grammatical and	and pronunciation errors	pronunciation errors	grammatical or		
0–3 points	pronunciation errors			pronunciation errors		
Responses to	0	1	2	3		
Evaluators'	Did not answer evaluators'	Unable to answer some	Gave appropriate	Responses to questions		
Questions	questions	questions and/or given	responses to evaluators'	were appropriate and		
0–3 points		with hesitation and/or inaccurate	questions	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:	



LEVEL 2 RUBRIC

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

PORTFOLIO						POINTS
FCCLA	0	1 2 3	4 5 6	7 8	9 10	
Planning Process Summary Page 0–10 points	Planning Process Summary not provided	Planning Process steps are not clearly summarized or are inadequate	All Planning Process steps are summarized	Evidence that the Planning Process was utilized to plan project	The Planning Process is used to plan the project. Each step is fully explained. 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	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	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	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		



LEVEL 2 RUBRIC (CONTINUED)

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

ORAL PRESEN	ITATION					POINTS
	0	1 2 3	4 5 6	7 8	9 10	
Organization/	Presentation is not	The presentation covers	Presentation gives	Presentation covers	Presentation covers all	
Delivery	complete or presented	some or all topic elements	complete information but	information completely	relevant information with	
0-10 points	briefly and does not cover	with limited information	does not explain the	but does not flow well	a seamless and logical	
	components of the project		project well		delivery	
	0	1 2	3	4	5	
Knowledge of	Little or no evidence of	Minimal evidence of	Knowledge of subject	Knowledge of subject	Knowledge of subject	
Subject Matter	subject matter knowledge	subject matter knowledge	matter is evident but not	matter is evident and	matter is evident and	
0-5 points			effectively used in	shared at times in the	incorporated throughout	
			presentation	presentation	the presentation	
Dalatianahin of	0	1	2	3		
Relationship of	No evidence of	Limited evidence of	Evidence of relationship	Detailed evidence of		
Family and	relationship between FCS	relationship between FCS	between FCS coursework	relationship between FCS		
Consumer Sciences	coursework and project.	coursework and project.	and project. National	coursework and project.		
Coursework	National Program not	National Program not	Program identified	National Program		
	identified	identified		identified and explained		
0–3 points				well		
Use of Portfolio	0	1	2	3		
and Visuals	Portfolio and visuals not	Portfolio and visuals used	Portfolio and visuals used	Presentation moves		
during	used during presentation	minimally during	effectively throughout	seamlessly between oral		
Presentation		presentation	presentation	presentation, portfolio and		
0-3 points				visuals		
Voice-pitch,	0	1	2	3		
tempo, volume	Voice qualities not used	Voice quality is adequate	Voice quality is good, but	Voice quality is		
0-3 points	effectively		could improve	outstanding and pleasing		
	0	1	2			
Pody Language	Uses inappropriate	Gestures, posture,	Gestures, posture,			
Body Language	gestures, posture or	mannerisms and eye	mannerisms, and eye			
0–2 points	mannerisms, avoids eye	contact is inconsistent	contact are appropriate			
	contact					



LEVEL 2 RUBRIC (CONTINUED)

Grammar/Word

Graninar, word	U	_		3		
Usage/	Extensive (more than 5)	Some (3–5) grammatical	Few (1–2) grammatical and	Presentation has no		
Pronunciation	grammatical and	and pronunciation errors	pronunciation errors	grammatical or		
0-3 points	pronunciation errors			pronunciation errors		
Responses to	0	1	2	3		
Evaluators'	Did not answer evaluators'	Unable to answer some	Gave appropriate	Responses to questions		
	questions	questions and/or given	responses to evaluators'	were appropriate and		
Questions		with hesitation and/or	questions	given without hesitation		
0–3 points		inaccurate				
Evaluator's Comn	nents-Include two things don	e well and two opportunities	for improvement:		TOTAL	
					(92 Points Possible)	
					Evaluator #:	

Evaluator Initials: ______

RC Initials: _____



LEVELS 3 & 4 RUBRIC

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

Chapter:		State:	Team #	: Station #:	: Level:	
DODTEOUG						DOINTC
PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	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	
Business Description 0–5 points	0 Not included	1 2 At least 1 component not listed. Feasibility or justification unclear	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	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	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	Hiring procedures, wages, benefits, evaluations and recruitment/retention policies loosely detailed. Forms and records included but lack detail. Personnel procedures loosely outlined	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	I 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	Income, expenditures, financial procedures, tax information and figure origin for the first 12 months well detailed. All applicable forms included		



LEVELS 3 & 4 RUBRIC (CONTINUED)

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

ORAL PRESEN	ITATION					POINTS
	0	1 2 3	4 5 6	7 8	9 10	
Organization/	Presentation is not	The presentation covers	Presentation gives	Presentation covers	Presentation covers all	
Delivery	complete or presented	some or all topic elements	complete information but	information completely	relevant information with	
0–10 points	briefly and does not cover	with limited information	does not explain the	but does not flow well	a seamless and logical	
	components of the project		project well		delivery	
	0	1 2	3	4	5	
Knowledge of	Little or no evidence of	Minimal evidence of	Knowledge of subject	Knowledge of subject	Knowledge of subject	
Subject Matter	subject matter knowledge	subject matter knowledge	matter is evident but not	matter is evident and	matter is evident and	
0–5 points			effectively used in	shared at times in the	incorporated throughout	
			presentation	presentation	the presentation	
Relationship of	0	1	2	3		
Family and	No evidence of relationship	Limited evidence of	Evidence of relationship	Detailed evidence of		
Consumer	between FCS coursework,	relationship between FCS	between FCS coursework,	relationship between FCS		
Sciences	standards and project. Neither	coursework, standards and	standards and project. National	coursework, standards and		
Coursework	National Program nor career	project. Either National	Program and career pathway	project. National Program and		
0–3 points	pathway identified	Program or career pathway not	identified	career pathway identified. All		
o s points		identified		components explained well		
Use of Portfolio	0	1	2	3		
and Visuals	Portfolio and visuals not	Portfolio and visuals used	Portfolio and visuals used	Presentation moves		
during	used during presentation	minimally during	effectively throughout	seamlessly between oral		
Presentation		presentation	presentation	presentation, portfolio and		
0–3 points				visuals		
Voice-pitch,	0	1	2	3		
tempo, volume	Voice qualities not used	Voice quality is adequate	Voice quality is good, but	Voice quality is		
0–3 points	effectively		could improve	outstanding and pleasing		
	0	1	2			
Body Language	Uses inappropriate	Gestures, posture,	Gestures, posture,			
0–2 points	gestures, posture or	mannerisms and eye	mannerisms, and eye			
2 20	mannerisms, avoids eye contact	contact is inconsistent	contact are appropriate			



LEVELS 3 & 4 RUBRIC (CONTINUED)

Grammar/Word	0	1	2	3		
Usage/	Extensive (more than 5)	Some (3-5) grammatical	Few (1–2) grammatical and	Presentation has no		
Pronunciation	grammatical and	and pronunciation errors	pronunciation errors	grammatical or		
0-3 points	pronunciation errors			pronunciation errors		
Responses to Evaluators' Questions 0-3 points	O Did not answer evaluators' questions	Unable to answer some questions and/or given with hesitation and/or inaccurate	Gave appropriate responses to evaluators' questions	Responses to questions were appropriate and given without hesitation		
Evaluator's Comm	nents–Include two things don	e well and two opportunities	for improvement:		TOTAL (92 Points Possible)	

Evaluator #: _____ Evaluator Initials: _____ RC Initials: _____