

FCCLA CHAPTER WEBSITE

FCCLA CHAPTER WEBSITE

An individual or *team event* recognizes participants who use a chapter website to educate, inform and involve members and the general public about the importance of the Family and Consumer Sciences program and the FCCLA chapter.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Any nationally affiliated FCCLA chapter may submit only one entry in this event (must choose one level for competition).
3. If the chapter already has an existing website, the website for the current school year (July 1–June 30 as noted) must be revised in *content*, design, theme, color, etc., by the participant(s). If more than one chapter is in a school, they may not share the same website *content* for competition.
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. The use of inappropriate or copyrighted music, photographs or *graphics* may disqualify the entry.
6. Participants must follow state or district rules/guidelines for student privacy and use of photographs or student work when published online.
7. 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	Website with Required 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 website are allowed.



FCCLA CHAPTER WEBSITE

PRELIMINARY ROUND & NATIONAL LEADERSHIP CONFERENCE (NLC)

PRELIMINARY ROUND & NATIONAL LEADERSHIP CONFERENCE (NLC)	
Preliminary Round	Participants must prepare a chapter website.
National Leadership Conference (NLC)	The top 15 entries per level will advance to the National Leadership Conference (NLC) and present their FCCLA Chapter Website, plus oral presentation.

FCCLA CHAPTER WEBSITE

PROCEDURES (PRELIMINARY ROUND)

PROCEDURES	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Participants create a chapter website to educate, inform and involve members and the general public about the importance of the Family and Consumer Sciences program and the FCCLA chapter.			
All website links must be active and settings set to “public” so that evaluators may view the website.			
A social media page will not be accepted in replacement of a chapter website. Social media sites such as Facebook may only be used in conjunction with the chapter website.			
The website may be developed using website services, templates or software of the participant’s choice.			

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.

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PROCEDURES & TIME REQUIREMENTS (NATIONAL LEADERSHIP CONFERENCE (NLC))

1. A table and laptop computer with Internet connections will be provided. Participants may bring their 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. Other persons may not assist.		
10 minutes	Participants will present their website as part of an oral presentation to evaluators. The presentation must describe the research, planning, impact and personal learning of the participant(s) as a result of the project. The oral presentation and presentation of the website may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. The participants will be stopped at 10 minutes.		
5 minutes	Following the presentation, evaluators will have 5 minutes to interview the participant and review the website.		
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			

FCCLA CHAPTER WEBSITE SPECIFICATIONS (PRELIMINARY ROUND)

WEBSITE CONTENT				
Project Components		Include the National FCCLA emblem, introductory information, a visitor counter/tracking tool to assess website use and social media feed(s) from chapter, district/region, state or National FCCLA. The visitor must be able to locate all other project components on the home page.		
SPECIFICATIONS (PROJECT COMPONENTS)		LEVEL 1	LEVEL 2	LEVELS 3 & 4
The following information must be included in the chapter website as a separate page or subpage entitled "STAR Events Project Components." It may be included as text on the website page or if posted as a file, must be able to be opened in a PDF format.				
<i>Home Page</i>		Home page includes the FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page		
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 or 1 slide, but cannot be larger. Must be posted on the website as a PDF.		
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 or 1 slide	<i>Evidence of Online Summary Form Submission</i>	Complete the <i>Online Project Summary Form</i> located on the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission on the website.		
1– 8 ½" x 11" page As Needed	<i>Copyright</i>	Music, photographs, <i>graphics</i> , text, trademarks or used in the project must be properly cited and documented as either original or licensed for reuse. Only original items or items licensed for reuse are allowed. Most popular/commercial music is copyrighted and its use is strictly limited. Purchasing an item does not necessarily give permission to use in a public project. Copyright laws must be followed.		
1– 8 ½" x 11" page As Needed	<i>Works Cited/ Bibliography</i>	Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		
SPECIFICATIONS (INFORMATION)		LEVEL 1	LEVEL 2	LEVELS 3 & 4
The following <i>content</i> information must be included in the chapter website. There are no limits to the amount of website pages, subpages, tabs, etc. on the website, but the following information must be easily located upon review of the website.				
Provide 1 Website Page, Subpage or Tab for Each (Minimum 8)	1. Promotion of Family and Consumer Sciences	Include <i>content</i> to promote the local Family and Consumer Sciences program and FCCLA as an essential part of college and career readiness for all students. The information provided expands user knowledge and moves beyond expectations.		
	2. Membership Information	Provide information on at least 3 membership recruitment activities. Include membership costs, benefits, deadlines and clear instructions on how to join FCCLA.	Provide information on at least 3 membership recruitment activities. Include membership costs, benefits, deadlines and clear instructions on how to join FCCLA. Highlight at least 1 membership retention effort.	Provide information on at least 4 membership recruitment activities. Include membership costs, benefits, deadlines and clear instructions on how to join FCCLA. Explain at least 3 membership retention and recognition efforts; highlight members as appropriate.

FCCLA CHAPTER WEBSITE SPECIFICATIONS (PRELIMINARY ROUND) (Continued)

SPECIFICATIONS (INFORMATION)		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Provide 1 Website Page, Subpage or Tab for Each (Minimum 8) (Continued)	3. Awards/ Recognition	Acknowledge the awards and accomplishments the chapter and/or members have received in the past 2–3 years. Include local, regional/district, state and/or national recognitions received.		
	4. Chapter Leadership	Include a list of the chapter officers and their responsibilities.	Include a list of chapter officers and their responsibilities. Highlight their FCCLA service and/or career goals.	
	5. Contact	Provide chapter’s primary contact information and method(s).		
	6. Chapter Supporter Recognition	Highlight and provide recognition for chapter supporters.	Highlight and provide recognition for chapter supporters. Include active hyperlinks to school website and relevant partners, including district, regional, state and national FCCLA.	
	7. Activities	Include a current listing of all regularly scheduled chapter meetings (district, regional, state, national); membership events; service activities; fundraisers (as permitted); STAR Event workdays and competitions; other chapter activities.	Include a current and interactive embedded calendar with all regularly scheduled chapter meetings (district, regional, state, national); membership events; service activities; fundraisers (as permitted); STAR Event workdays and competitions; other activities. Provide links with relevant information in the calendar events.	
	8. Program of Work (POW)	Describe how the chapter’s <i>Program of Work (POW)</i> reflects the purposes of FCCLA, promotes Family and Consumer Sciences and encourages members to develop leadership, management, communication and personal skills through planning, conducting and evaluating chapter activities.		

SPECIFICATIONS (DESIGN & NAVIGATION)		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Browser Compatibility	Design website for a range of web-enabled devices including smart phone, tablet and desktop web browsers (Chrome, Firefox, Internet Explorer, Safari, etc.). Apps created or utilized by the chapter may be included, but are not required.			
Appearance	Website must be organized, neat, legible, <i>professional</i> and use correct grammar and spelling.			
Navigation	All hyperlinks are active and public. The visitor can quickly locate project components and information and easily move between pages.			
Licensing	License the website <i>contents</i> , using school district licensing requirements or Creative Commons (www.creativecommons.org).			
FCCLA Branding Guidelines	Use of FCCLA trademarks (name, acronym, logo, tagline, etc.) consistent with FCCLA Branding Guidelines.			

FCCLA CHAPTER WEBSITE

SPECIFICATIONS (NATIONAL LEADERSHIP CONFERENCE (NLC))

PRESENTATION FORMAT (NATIONAL LEADERSHIP CONFERENCE (NLC) ONLY)

Oral Presentation	Participants will present their website as part of an oral presentation to evaluators. The presentation must describe the research, planning, impact and personal learning of the participant(s) as a result of the project. The oral presentation and presentation of the website may be up to 10 minutes in length. 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 oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.		
Knowledge of Subject Matter	Demonstrate knowledge of subject matter, research and impact of project on participant(s).		
Relationship to Family and Consumer Sciences Coursework and/or Related Careers	Describe the relationship of Family and Consumer Sciences coursework to selected project.	Describe the relationship of Family and Consumer Sciences coursework to selected project. 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 project. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathway.
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](#)
- [FCCLA Branding Guidelines](#)

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.

FCCLA CHAPTER WEBSITE LEVEL 1 RUBRIC (PRELIMINARY ROUND)

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

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 Submission 0 or 1 point	0 Not included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
Promotion of Family and Consumer Sciences and FCCLA 0–10 points	0 Not included	1 2 3 Website FCS and FCCLA promotion efforts limited	4 5 6 Website promotes FCS and FCCLA. Expands user knowledge	7 8 Website promotes FCS and FCCLA as essential. Expands user knowledge and moves beyond expectation	9 10 Website promotes FCS and FCCLA as a college/career readiness essential. Expands user knowledge and moves beyond expectation	
Membership Information 0–10 points	0 Not included	1 2 3 Less than 2 recruitment activities provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 3 recruitment activities provided. Costs, benefits, deadlines and instructions included	7 8 At least 3 recruitment activities detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 3 recruitment activities well detailed. Costs, benefits, deadlines and instructions clear	
Awards/Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers and responsibilities limited	3 4 List of chapter officers and responsibilities provided	5 List of chapter officers and responsibilities well detailed		
Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		

FCCLA CHAPTER WEBSITE LEVEL 1 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited	3 Chapter supporters highlighted and recognized	4 Chapter supporters extremely highlighted and recognized		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited	4 5 6 Current listing of all regular chapter meetings, events and activities provided	7 8 Current listing of all regular chapter meetings, events and activities detailed	9 10 Current listing of all regular chapter meetings, events and activities well detailed	
Program of Work (POW) 0–10 points	0 Not included	1 2 3 4 POW is limited in scope and lacks promotion of FCCLA's purpose, FCS or skill development through chapter activities	5 6 7 POW indicates chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities	8 9 10 POW indicates well-balanced and comprehensive chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities		

WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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

FCCLA CHAPTER WEBSITE LEVEL 2 RUBRIC (PRELIMINARY ROUND)

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

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 Submission 0 or 1 point	0 Not included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
Promotion of Family and Consumer Sciences and FCCLA 0–10 points	0 Not included	1 2 3 Website FCS and FCCLA promotion efforts limited	4 5 6 Website promotes FCS and FCCLA. Expands user knowledge	7 8 Website promotes FCS and FCCLA as essential. Expands user knowledge and moves beyond expectation	9 10 Website promotes FCS and FCCLA as a college/career readiness essential. Expands user knowledge and moves beyond expectation	
Membership Information 0–10 points	0 Not included	1 2 3 Less than 3 recruitment activities or no retention effort provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 3 recruitment activities and at least 1 retention effort provided. Costs, benefits, deadlines and instructions included	7 8 At least 3 recruitment activities and at least 1 retention effort detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 3 recruitment activities and at least 1 retention effort well detailed. Costs, benefits, deadlines and instructions clear	
Awards/Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers with responsibilities and service/career goals limited	3 4 List of chapter officers and responsibilities provided. Chapter officer service/career goals highlighted	5 List of chapter officers and responsibilities well detailed. Chapter officer service/career goals well highlighted		

FCCLA CHAPTER WEBSITE LEVEL 2 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		
Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited. Links included, not active	3 Chapter supporters highlighted and recognized. Active links included	4 Chapter supporters extremely highlighted and recognized. Active links included		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited. Embedded calendar contains broken links	4 5 6 Current listing of all regular chapter meetings, events and activities provided in embedded calendar with links as appropriate	7 8 Current listing of all regular chapter meetings, events and activities detailed in embedded calendar with links as appropriate	9 10 Current listing of all regular chapter meetings, events and activities well detailed in embedded calendar with links as appropriate	
Program of Work (POW) 0–10 points	0 Not included	1 2 3 4 POW is limited in scope and lacks promotion of FCCLA's purpose, FCS or skill development through chapter activities	5 6 7 POW indicates chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities	8 9 10 POW indicates well-balanced and comprehensive chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities		

WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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

FCCLA CHAPTER WEBSITE LEVELS 3 & 4 RUBRIC (PRELIMINARY ROUND)

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

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
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Membership Information 0–10 points	0 Not included	1 2 3 At least 4 recruitment activities or no retention/ recognition efforts provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 4 recruitment activities and at least 3 retention and recognition efforts provided. Costs, benefits, deadlines and instructions included	7 8 At least 4 recruitment activities and at least 3 retention and recognition efforts detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 4 recruitment activities and at least 3 retention and recognition efforts well detailed. Costs, benefits, deadlines and instructions clear	
Awards/ Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers with responsibilities and service/career goals limited	3 4 List of chapter officers and responsibilities provided. Chapter officer service/career goals highlighted	5 List of chapter officers and responsibilities well detailed. Chapter officer service/career goals well highlighted		

FCCLA CHAPTER WEBSITE

LEVELS 3 & 4 RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		
Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited. Links included, not active	3 Chapter supporters highlighted and recognized. Active links included	4 Chapter supporters extremely highlighted and recognized. Active links included		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited. Embedded calendar contains broken links	4 5 6 Current listing of all regular chapter meetings, events and activities provided in embedded calendar with links as appropriate	7 8 Current listing of all regular chapter meetings, events and activities detailed in embedded calendar with links as appropriate	9 10 Current listing of all regular chapter meetings, events and activities well detailed in embedded calendar with links as appropriate	
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WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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

FCCLA CHAPTER WEBSITE

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 the 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 deadline (National Leadership Conference Only)		
	0 No	1 Yes	
Event Online Orientation Form 0 or 1 point	0 Online Orientation Form not completed in the Student Portal by deadline	1 Online Orientation Form completed in the Student Portal by deadline	
Punctuality 0 or 1 point	0 Participant was late for presentation	1 Participant was on time for presentation	
Dress Code 0 or 1 point	0 Event dress code was not followed	1 Event dress code was followed	
EVALUATORS' SCORES Evaluator 1: _____ Initials: _____ Evaluator 2: _____ Initials: _____ Evaluator 3: _____ Initials: _____ Total Score: _____ _____			ROOM CONSULTANT TOTAL (4 points possible) AVERAGE EVALUATOR SCORE (129 points possible) FINAL SCORE (Average Evaluator Score plus Room Consultant Score)
Divided by # of Evaluators = AVERAGE EVALUATOR 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: _____

FCCLA CHAPTER WEBSITE

LEVEL 1 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC))

Participant Name: _____

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

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
Promotion of Family and Consumer Sciences and FCCLA 0–10 points	0 Not included	1 2 3 Website FCS and FCCLA promotion efforts limited	4 5 6 Website promotes FCS and FCCLA. Expands user knowledge	7 8 Website promotes FCS and FCCLA as essential. Expands user knowledge and moves beyond expectation	9 10 Website promotes FCS and FCCLA as a college/career readiness essential. Expands user knowledge and moves beyond expectation	
Membership Information 0–10 points	0 Not included	1 2 3 Less than 2 recruitment activities provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 3 recruitment activities provided. Costs, benefits, deadlines and instructions included	7 8 At least 3 recruitment activities detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 3 recruitment activities well detailed. Costs, benefits, deadlines and instructions clear	
Awards/Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers and responsibilities limited	3 4 List of chapter officers and responsibilities provided	5 List of chapter officers and responsibilities well detailed		
Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		

FCCLA CHAPTER WEBSITE

LEVEL 1 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC)) (CONTINUED)

Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited	3 Chapter supporters highlighted and recognized	4 Chapter supporters extremely highlighted and recognized		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited	4 5 6 Current listing of all regular chapter meetings, events and activities provided	7 8 Current listing of all regular chapter meetings, events and activities detailed	9 10 Current listing of all regular chapter meetings, events and activities well detailed	
Program of Work (POW) 0–10 points	0 Not included	1 2 3 4 POW is limited in scope and lacks promotion of FCCLA's purpose, FCS or skill development through chapter activities	5 6 7 POW indicates chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities	8 9 10 POW indicates well-balanced and comprehensive chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities		

WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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	

FCCLA CHAPTER WEBSITE

LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC))

Participant Name: _____

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

WEBSITE CONTENT (PROJECT COMPONENTS)						POINTS
Project Identification Page 0 or 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
Promotion of Family and Consumer Sciences and FCCLA 0–10 points	0 Not included	1 2 3 Website FCS and FCCLA promotion efforts limited	4 5 6 Website promotes FCS and FCCLA. Expands user knowledge	7 8 Website promotes FCS and FCCLA as essential. Expands user knowledge and moves beyond expectation	9 10 Website promotes FCS and FCCLA as a college/career readiness essential. Expands user knowledge and moves beyond expectation	
Membership Information 0–10 points	0 Not included	1 2 3 Less than 3 recruitment activities or no retention effort provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 3 recruitment activities and at least 1 retention effort provided. Costs, benefits, deadlines and instructions included	7 8 At least 3 recruitment activities and at least 1 retention effort detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 3 recruitment activities and at least 1 retention effort well detailed. Costs, benefits, deadlines and instructions clear	
Awards/Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers with responsibilities and service/career goals limited	3 4 List of chapter officers and responsibilities provided. Chapter officer service/career goals highlighted	5 List of chapter officers and responsibilities well detailed. Chapter officer service/career goals well highlighted		

FCCLA CHAPTER WEBSITE

LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC)) (CONTINUED)

Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		
Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited. Links included, not active	3 Chapter supporters highlighted and recognized. Active links included	4 Chapter supporters extremely highlighted and recognized. Active links included		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited. Embedded calendar contains broken links	4 5 6 Current listing of all regular chapter meetings, events and activities provided in embedded calendar with links as appropriate	7 8 Current listing of all regular chapter meetings, events and activities detailed in embedded calendar with links as appropriate	9 10 Current listing of all regular chapter meetings, events and activities well detailed in embedded calendar with links as appropriate	
Program of Work (POW) 0–10 points	0 Not included	1 2 3 4 POW is limited in scope and lacks promotion of FCCLA's purpose, FCS or skill development through chapter activities	5 6 7 POW indicates chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities	8 9 10 POW indicates well-balanced and comprehensive chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities		

WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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	

FCCLA CHAPTER WEBSITE

LEVEL 2 RUBRIC (NATIONAL LEADERSHIP CONFERENCE (NLC)) (CONTINUED)

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		
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: _____	

FCCLA CHAPTER WEBSITE

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 1 point	0 Project Identification Page is missing, is not completed or includes incorrect information	1 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 included	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 included	1 Signed proof of submission from the online form is included				
Website Content Page, Subpage or Tabs for 8 Minimum Areas 0 or 1 point	0 Less than 8 subpages/tabs on the home page	1 Minimum of 8 subpages/tabs on the home page				
Works Cited/Bibliography 0–5 points	0 Not included	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 (INFORMATION)						POINTS
Promotion of Family and Consumer Sciences and FCCLA 0–10 points	0 Not included	1 2 3 Website FCS and FCCLA promotion efforts limited	4 5 6 Website promotes FCS and FCCLA. Expands user knowledge	7 8 Website promotes FCS and FCCLA as essential. Expands user knowledge and moves beyond expectation	9 10 Website promotes FCS and FCCLA as a college/career readiness essential. Expands user knowledge and moves beyond expectation	
Membership Information 0–10 points	0 Not included	1 2 3 Less than 4 recruitment activities or no retention effort provided. Costs, benefits, deadlines and instructions unclear	4 5 6 At least 4 recruitment activities and at least 3 retention effort provided. Costs, benefits, deadlines and instructions included	7 8 At least 4 recruitment activities and at least 3 retention effort detailed. Costs, benefits, deadlines and instructions clear	9 10 At least 4 recruitment activities and at least 3 retention effort well detailed. Costs, benefits, deadlines and instructions clear	
Awards/Recognition 0–3 points	0 Not included	1 2–3 years of past local, district, regional, state and national recognition poorly detailed	2 2–3 years of past local, district, regional, state and national recognition detailed	3 2–3 years of past local, district, regional, state and national recognition well detailed		
Chapter Leadership 0–5 points	0 Not included	1 2 List of chapter officers with responsibilities and service/career goals limited	3 4 List of chapter officers and responsibilities provided. Chapter officer service/career goals highlighted	5 List of chapter officers and responsibilities well detailed. Chapter officer service/career goals well highlighted		

FCCLA CHAPTER WEBSITE LEVELS 3 & 4 RUBRIC (NATIONAL LEADERSHIP CONFERENCE)

Contact 0–3 points	0 Not included	1 Primary contact information and method(s) limited	2 Primary contact information and method(s) provided	3 Primary contact information and method(s) well detailed		
Chapter Supporter Recognition 0–4 points	0 Not included	1 2 Chapter supporters listed, recognition limited. Links included, not active	3 Chapter supporters highlighted and recognized. Active links included	4 Chapter supporters extremely highlighted and recognized. Active links included		
Activities 0–10 points	0 Not included	1 2 3 Current listing of all regular chapter meetings, events and activities limited. Embedded calendar contains broken links	4 5 6 Current listing of all regular chapter meetings, events and activities provided in embedded calendar with links as appropriate	7 8 Current listing of all regular chapter meetings, events and activities detailed in embedded calendar with links as appropriate	9 10 Current listing of all regular chapter meetings, events and activities well detailed in embedded calendar with links as appropriate	
Program of Work (POW) 0–10 points	0 Not included	1 2 3 4 POW is limited in scope and lacks promotion of FCCLA's purpose, FCS or skill development through chapter activities	5 6 7 POW indicates chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities	8 9 10 POW indicates well-balanced and comprehensive chapter activities that reflect FCCLA's purposes, promote FCS and encourage skill development through chapter activities		

WEBSITE CONTENT (DESIGN & NAVIGATION)						POINTS
Home Page 0–2 points	0 Not included	1 2 Home page includes FCCLA emblem, introductory information, visitor tracking tool and various social media feeds. Visitor can easily locate all other project components from the home page				
Browser Compatibility 0–5 points	0 Not included	1 2 Website not designed for a range of web-enabled devices	3 4 Website designed for a range of web-enabled devices	5 Website well designed for a wide range of web-enabled devices		
Appearance 0–5 points	0 Not included	1 2 Website has many errors and is not aesthetically pleasing	3 Website is neat, legible and professional with minimal grammar and spelling errors	4 Website is neat, legible, professional and creative with correct grammar and spelling	5 Website is neat, legible, professional and very creative with correct grammar and spelling	
Navigation 0–5 points	0 Not included	1 2 Most hyperlinks active and public. Visitor either cannot locate information or navigate site	3 4 All hyperlinks active and public. Visitor can locate all information and navigate site	5 All hyperlinks active and public. Visitor can easily locate all information and navigate site		
Licensing 0 or 5 points	0 Not included	5 Website contents licensed using school district licensing requirements or Creative Commons				
FCCLA Branding Guidelines 0 or 5 points	0 Use of FCCLA trademarks inconsistent with FCCLA Branding Guidelines	5 Use of FCCLA trademarks consistent with FCCLA Branding Guidelines				

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	

FCCLA CHAPTER WEBSITE

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

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 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		
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: _____	