

HOSPITALITY, TOURISM, AND RECREATION

An individual or *team event*, recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism or event coordination. Participant(s) will research existing businesses which are similar to their project, develop basic business plan and client services information and create a website that highlights the business. Participant(s) will demonstrate their customer service knowledge and ability to problem solve through an onsite case study. Participant(s) must prepare a *portfolio*, an oral presentation and complete a case study.

ELIGIBILITY & GENERAL INFORMATION

- 1. Review "Eligibility and General Rules for All Levels of Competition" on page 8 prior to event planning and preparation.
- 2. Eligible participants are members who are currently or have been enrolled in a Family and Consumer Sciences course preparing them for careers or *employment* in the Hospitality and Tourism career pathway.
- 3. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competitions.
- 4. 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.
- 5. 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 <u>State Adviser</u> for orientation procedures for competitions held prior to the National Leadership Conference (NLC).
- 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	Through Grade 8 Grades 9–10 Grades 11–12 Postsecondary						
*See page 7 for more information on event levels.							

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

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



COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4				
Each entry will submi	t a <i>portfolio</i> to the event room consultant at	the designated participation time	е.				
	Participant(s) will have 10 minute	s to set up for the event. Other p	ersons may not assist.				
10 minutes	Room consultants and evaluators	will have 10 minutes to preview	the <i>portfolio</i> before the				
	presentation begins, during partie	cipant set up time.					
10 minutes	Participants will be given 10 minu	ites to complete the case study ir	n a separate case study room.				
Tommutes	Participants will turn the complet	ed case study form in to evaluate	ors prior to the oral presentation.				
	The oral presentation may be up	to 10 minutes in length. A 1-min	ute warning will be given at 9				
10 minutes	minutes. Participants will be stop	ped at 10 minutes. If audio or au	diovisual recordings are used,				
To minutes	they are limited to a 3 minute pla	ying time during the presentation	n. Presentation equipment, with				
no audio, may be used during the entire presentation.							
5 minutes	Following the presentation, evalu	Following the presentation, evaluators will have 5 minutes to interview participants.					
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.						
	Total Time:	40 Minutes					

HOSPITALITY, TOURISM, AND RECREATION SPECIFICATIONS

PORTFOLIO FORMAT (CHOOSE	ONE)
Hardcopy Portfolio	The <i>portfolio</i> is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official <u>FCCLA STAR Events binder</u> obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the <i>content divider pages</i> , must fit within the cover, be one–sided and may not exceed 47 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a <i>hardcopy portfolio</i> is turned in to the evaluators, participants may not switch to an <i>electronic portfolio</i> .
Electronic Portfolio	An <i>electronic portfolio</i> may be either in PowerPoint, Prezi or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. The <i>electronic portfolio</i> and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the <i>technology</i> used to show the evaluators the project. Once an <i>electronic portfolio</i> is turned in to the evaluators, participants may not switch to a <i>hardcopy portfolio</i> . <i>Portfolio</i> may not exceed 58 slides, as described below.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4	
1-8 ½" x 11" page or 1 slide	Project Identification Page	Must include participant's name(s), chapter name, school, city, state, event name level, and project title. Page can be up to 1 - 8 ½" x 11" page or 1 slide, but cannu be larger.			
1-8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.			
1-8 ½" x 11" page or 2 slides FCCLA Planning Process Summary Page		Summarize how each step o the project; use of the <i>Plann</i> presentation.	-		
1-8 ½" x 11" page or 1 slide	Evidence of Online Summary Form Submission	Complete the Online Project tab of the FCCLA Student Po portfolio.			
0–8 <i>Content</i> Divider/section pages or slides	<i>Content Divider</i> <i>Pages</i> or sections	Use 0 to 8 <i>Content</i> Divider/s may be tabbed, may contair decorations and/or page nu	n a title, a section name, gra	phic elements, thematic	



SPECIFICATIONS (CONTINUED)

		SPECIFICATIONS (CONT	INOLD)				
SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4			
	Project Focus Area	 Indicate the area of the project's focus. The project may create a new hospita tourism and recreation focused business or it may rejuvenate an existing one. project must be relatively local to the participant(s). The project focus area m one of the following: Culinary— Catering or Restaurant (Food Truck, Brick and Mortar, Boat, et Lodging—Hotel, Resort or Short Term Rental (including Airbnb) Recreation—Amusement or Leisure Services and Facilities Tourism—City, County, Regional or State Tourism Organization Event Coordination—Organization Providing Corporate Meeting Planning Conference Services or Special Events Management 					
	Focus Area Career Summary	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area. Describe entry-level and upper-level jobs.	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area. Describe entry-level and upper-level jobs, qualifications and skills required/preferred by employers.	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area. Describe entry-level and upper-level jobs, qualifications, skills required/preferred by employers, job outlook and salary ranges.			
Up to 35 8 ½" x 11" pages or 45 slides	Background Research	Research 1 example of a high-quality hospitality business similar to the project's focus. Researched business does not have to be local to the participant. Provide an overview of the business and determine at least three positive practices and three negative practices regarding the way the business meets or does not meet the needs and desires of its clients.	Research 2 examples of high-quality hospitality businesses similar to the project's focus. Researched businesses do not have to be local to the participant. Provide an overview of each business and determine at least four positive practices and four negative practices regarding the way each business meets or does not meet the needs and desires of its clients.	Research 3 examples of high-quality hospitality businesses similar to the project's focus. Researched businesses do not have to be local to the participant. Provide an overview of each business and determine at least five positive practices and five negative practices regarding the way each business meets or does not meet the needs and desires of its clients.			
	Business Mission	Develop a mission statemer	nt for the project's business.				
	Statement						
	Target Client Profile	Determine the business's ta clients would be interested	rget client and list demograp in the business' services.	hics. Include why potential			
	Business Marketing: Format	Develop and include a Develop a user friendly business website for clier understand and utilize services and amenities pro in the <i>portfolio</i> . The Include a LIBL and screen shots of the website in					



SPECIFICATIONS (CONTINUED)

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Contact information Cost					Risk management
Contact information Contact information					• Cost
					Contact information



SPECIFICATIONS (CONTINUED)

Up to 35				Develop methods for r	receiving client feedback.
8 ½" x 11"	Customer Service			•	shared with staff and utilized as
pages or 45 slides	Strategy			•	he process for handling customer
(continued)	complaints and preventing future problems.				
Works Cited/Bibliography				rces. All sources must l	
Portfolio Appearance	Portfolio must be neat, legible and professional and use correct grammar and spelling.				
PRESENTATION FORMAT					
Oral Presentation	The oral presentation may be up to 10 minutes in length and is delivered to evaluators. The presentation must explain the specifics of the project. The presentation may not be prerecorded. If audio or <i>audiovisual equipment</i> is used, it is limited to a 3–minute playing time during the presentation. <i>Presentation equipment</i> , with no audio, may be used throughout the oral presentation. Participants may use any combination of <i>props</i> , materials, supplies and/or equipment to demonstrate how to carry out the project.				
SPECIFICATIONS	LEVEL 1			LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.				
Knowledge of Hospitality, Tourism, and Recreation					recreational field and ability to y and Consumer Sciences–related
Relationship to Family and Consumer Sciences Coursework and/or Related Careers	Describe the relation Family and Consume coursework to select project.	r Sciences	Family ar coursewo project. I National	the relationship of nd Consumer Sciences ork to selected Explain which FCCLA Program(s) could be ing project ntation.	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.
Use of <i>Portfolio</i> and <i>Visuals</i> During Presentation	Use the <i>portfolio</i> and <i>visuals</i> to support, illustrate or complement presentation.				
Voice	Speak clearly with ap				
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 cor	ncise answer	s to evalua	ators' questions regardi	ng project.



CASE STUDY

Case StudyParticipant(s) will be given 10 minutes during competition to complete a written case study to evaluate their ability to respond to customer service/customer relations challenges. The case study will be a common issue directly related to the project focus area selected by the participant(s). Each individual or <i>team</i> will complete one Hospitality, Tourism and Recreation Case Study Form which will be turned in to the evaluators prior to the oral presentation. Work will take place within the case study room with no spectators. No pre-written material is allowed. Participant(s) will be provided blank Case Study Forms that must be used to respond and relay the developed solution(s). Calculators are not allowed in the case study.	CASE STUDY	
	Case Study	evaluate their ability to respond to customer service/customer relations challenges. The case study will be a common issue directly related to the project focus area selected by the participant(s). Each individual or <i>team</i> will complete one Hospitality, Tourism and Recreation Case Study Form which will be turned in to the evaluators prior to the oral presentation. Work will take place within the case study room with no spectators. No pre–written material is allowed. Participant(s) will be provided blank Case Study Forms that must be used to respond and relay the developed solution(s).

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Knowledge of	Provide evidence for knowledge o	f communication strengthening me	ethods and explain utilized
Communication Techniques	communication techniques.		
Appropriate Solutions	Provide and explain realistic and a	ppropriate solutions with action st	eps to resolve the situation.
Resources		,	ogle.com n . <u>om</u>



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
- Website Designing Sites (Levels 2-4 Only)
 - www.sites.google.com
 - o www.wix.com
 - o www.canva.com
 - o www.weebly.com

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:

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a *team* does not show, write "No Show" across the top and return with other forms. Do NOT change *team* or station numbers.

- 2. Before student presentation, the room consultants must check participants' *portfolio* using the criteria and standards listed below and fill in the boxes.
- 3. 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 state-specific orientation.
- 4. 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.
- 5. 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.
- 6. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			POINTS					
	Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by deadline							
Confirm STAR Competition(s)		ip Conference Only)						
0 or 1 point	0	1						
	No	Yes						
Event Online Orientation Form	0	1						
0 or 1 point	Online Orientation Form not completed in the	Online Orientation Form completed in the						
	Student Portal by deadline	Student Portal by 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						
0 or 1 point	the evaluators	evaluators						
	0	1 2 3						
	Portfolio exceeds the page limit	At least 2 errors 1 error no errors						
		Portfolio is completed correctly and does not						
		exceed 47 single-sided pages or 58 slides,						
Portfolio Pages		including:						
0–3 points		 1 project ID page or slide 						
		 1 table of contents page or slide 						
		• 1 Planning Process summary page or 2 slides						
		 Project Summary Form submission proof 						
		Up to 8 Content Divider Pages or slides						
		 Up to 35 content pages or 45 content slides 						
Punctuality	0	1						
0 or 1 point	Participant was late for presentation	Participant was on time for presentation						
Dress Code	0	1						
0 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.							
RATING ACHIEVED (circle one)		ronze: 1–69.99						
VERIFICATION OF FINAL SCORE &	RATING (please initial)							
Evaluator 1: Evaluator	2. Evaluator 2. Adult Das	m Concultant: Event Load Conculta						
Evaluator 1: Evaluator	2: Evaluator 3: Adult Roc	om Consultant: Event Lead Consultar	π.					



LEVEL 1 RUBRIC

Participant Name: _____

Chapter:		State:	Team #	: Station #	: Level:	
PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of jobs in the focus area	2 Summary was missing at least 1 component, though showing knowledge and understanding of jobs in the focus area	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry–level and upper–level jobs		
Background Research 0–5 points	0 Not included	1 2 Example of high–quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 3 positive or 3 negative business practices	3 1 example of high-quality hospitality business loosely relates to project focus. Business overview poorly detailed but includes 3 positive and 3 negative business practices	4 1 example of high–quality hospitality business relates to project focus. Business overview detailed and includes 3 positive and 3 negative business practices	5 1 example of high–quality hospitality business clearly relates to project focus. Business overview well detailed and includes 3 positive and 3 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–7 points	0 Not included	1 2 3 Brochure is included but is incomplete or not fully developed, not visually appealing, missing target clientele or has grammar or spelling errors	4 5 Brochure is included and represents the business in a professional manner; is visually appealing, generally meets target clientele and uses correct grammar and spelling	6 7 Brochure is included and represents the business in a professional manner; is visually appealing, clearly meets target clientele and uses correct grammar and spelling		
Business Marketing: <i>Content</i> 0–12 points	0 Not included	1 2 3 4 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	5 6 7 8 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	11 12 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Works Cited/ Bibliography 0–3 points	0 Not included	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling		



LEVEL 1 RUBRIC (CONTINUED)

ORAL PRESEN	ITATION					POIN
	0	1 2 3	4 5 6	78	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	
Knowledge of	0	12	3	4	5	
Hospitality,	Little or no evidence of	Minimal evidence of	Knowledge of subject	Knowledge of subject	Knowledge of subject	
Tourism, and	subject matter knowledge	subject matter knowledge	matter is evident but not	matter is evident and	matter is evident and	
Recreation			effectively used in	shared at times in the	incorporated throughout	
0–5 points			presentation	presentation	the presentation	
Relationship of	0	1	2	3		
Family and	No evidence of relationship	Limited evidence of	Relationship between FCS	Relationship between FCS		
Consumer	between FCS coursework	relationship between FCS	coursework and project is	coursework and project is		
Sciences	and project	coursework and project	evident and shared at	evident and explained well		
Coursework			times			
0–3 points						
Use of Portfolio	0	12	3 4	5		
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		
0–5 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			
o z pointo	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/pronunciation	and pronunciation errors	pronunciation errors	grammatical or		
0–3 points	errors			pronunciation errors		
Responses to	0	1	2	3		
Evaluators'	Did not answer evaluators'	Unable to answer some	Responded adequately to	Responses to questions		
Questions	questions	questions	all questions	were appropriate and		
0–3 points				given without hesitation		

CASE STUDY						POINTS
Knowledge of Subject 0–5 points	0 No case study	1 2 Case study incomplete	3 Case study included. Evidence of subject matter knowledge limited	4 Case study included and detailed. Evidence of subject matter knowledge provided	5 Case study included and well detailed. Clear evidence of subject matter knowledge	
Appropriate Solutions 0–5points	0 No case study	1 2 Solution is not feasible or appropriate for the situation	3 Solution is adequate for the situation. Action step(s) included, but poorly communicated	4 Solution is adequate for the situation. Action step(s) detailed and communicated	5 Solution is feasible and appropriate for the situation. Action step(s) well detailed and clearly communicated	

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 Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of career specialties, entry– level and upper–level jobs, qualifications and skills required/preferred	2 Summary was missing at least 1 component, though showing knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred		
Background Research 0–5 points	0 Not included	1 2 Examples of high–quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 4 positive or 4 negative business practices	3 2 examples of high-quality hospitality business loosely relate to project focus. Business overview poorly detailed but includes 4 positive and 4 negative business practices	4 2 examples of high–quality hospitality business relate to project focus. Business overview detailed and includes 4 positive and 4 negative business practices	5 2 examples of high-quality hospitality business clearly relate to project focus. Business overview well detailed and includes 4 positive and 4 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–5 points	0 Not included	1 2 Business website is not user friendly. Services and amenities poorly detailed and communicated	3 Business website is mostly user friendly, may contain broken links. Services and amenities listed	4 Business website is user friendly. Services and amenities detailed and communicated to clients	5 Business website is user friendly. Services and amenities well detailed and clearly communicated to clients	
Business Marketing: Content 0–10 points	0 Not included	1 2 3 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	4 5 6 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	7 8 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Customer Service Strategy 0–4 points	0 Not included	1 Customer service strategy provided though poorly thought out	2 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a process for staff recognition, though no plan for preventing future problems	3 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a process for staff recognition and prevention plan for future problems	4 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a comprehensive process for staff recognition, utilization of testimonials and prevention plan for future problems	
Works Cited/ Bibliography 0–3 points	0 Not included	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		



LEVEL 2 RUBRIC (CONTINUED)

				,		
	0 Portfolio is disorganized	1 Portfolio is disorganized,	2 Portfolio is organized,	3 Portfolio is effectively		
Portfolio	and illegible	illegible and contains few	neat, legible and	organized, neat, legible		
Appearance 0–3 points	U	grammar or spelling errors	professional, with correct	and professional with		
o o pointo			grammar and spelling	correct grammar and		
				spelling		
ORAL PRESEN	ITATION					POINTS
	0	1 2 3	4 5 6	78	9 10	
Organization/	Presentation is not	The presentation covers	Presentation gives	Presentation covers	Presentation covers all	
Delivery 0–10 points	complete or presented briefly and does not cover	some or all topic elements with limited information	complete information but does not explain the	information completely but does not flow well	relevant information with a seamless and logical	
p	components of the project		project well		delivery	
Knowledge of	0	12	3	4	5	
Hospitality, Tourism, and	Little or no evidence of subject matter knowledge	Minimal evidence of subject matter knowledge	Knowledge of subject matter is evident but not	Knowledge of subject matter is evident and	Knowledge of subject matter is evident and	
Recreation	Subject matter knowledge	Subject matter knowledge	effectively used in	shared at times in the	incorporated throughout	
0–5 points			presentation	presentation	the presentation	
Relationship of	0 Na svidance of relationship	1	2 Deletienskie between FCC	3 Deletienship between ECC		
Family and Consumer	No evidence of relationship between FCS coursework	Limited evidence of relationship between FCS	Relationship between FCS coursework and project is	Relationship between FCS coursework and project is		
Sciences	and project. National	coursework and project.	evident and shared at	evident, National Program		
Coursework	program not identified	National Program not	times. National Program	identified and both		
0–3 points Use of Portfolio	0	identified 1 2	identified 3 4	explained well 5		
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		
0–5 points Voice–pitch,	0	1	2	visuals 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 Costuros posturo	2 Costuros posturo			
Body Language	Uses inappropriate gestures, posture or	Gestures, posture, mannerisms and eye	Gestures, posture, mannerisms, and eye			
0–2 points	mannerisms, avoids eye	contact is inconsistent	contact are appropriate			
a (111 - 1	contact			-		
Grammar/Word Usage/	0 Extensive (more than 5)	1 Some (3–5) grammatical	2 Few (1–2) grammatical and	3 Presentation has no		
Pronunciation	grammatical/pronunciation	and pronunciation errors	pronunciation errors	grammatical or		
0–3 points	errors			pronunciation errors		
Responses to Evaluators'	0 Did not answer evaluators'	1 Unable to answer some	2 Responded adequately to	3 Responses to questions		
Questions	questions	questions	all questions	were appropriate and		
0–3 points	•			given without hesitation		
CASE STUDY						POINTS
	0	12	3	4	5	
Knowledge of	No case study	Case study incomplete	Case study included.	Case study included and	Case study included and	
Subject			Evidence of subject matter	detailed. Evidence of	well detailed. Clear	
0–5 points			knowledge limited	subject matter knowledge provided	evidence of subject matter knowledge	
	0	1 2	3	4	5	
Appropriate	No case study	Solution is not feasible or	Solution is adequate for	Solution is adequate for	Solution is feasible and	
Solutions		appropriate for the	the situation. Action	the situation. Action	appropriate for the	
0–5points		situation	step(s) included, but poorly communicated	step(s) detailed and communicated	situation. Action step(s) well detailed and clearly	
			peony communicated		communicated	
Evaluator's Comm	nents–Include two things don	e well and two opportunities	for improvement:			
Evaluator 3 Comm	ients menue two timigs don	e men and two opportunities	ioi improvement.			
					TOTAL (92 Points Possible)	
					Evaluator #:	
					Evaluator Initials:	
1					RC Initials:	



LEVELS 3 & 4 RUBRIC

Participant Name: _____

Chapter:		State:	Team #	: Station #	Level:	
PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of career specialties, entry– level and upper–level jobs, qualifications and skills required/preferred, job outlook and salary ranges	2 Summary was missing at least 1 component, though showing knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred, job outlook and salary ranges	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred, job outlook and salary ranges		
Background Research 0–5 points	0 Not included	1 2 Examples of high-quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 5 positive or 5 negative business practices	3 3 examples of high-quality hospitality business loosely relate to project focus. Business overview poorly detailed but includes 5 positive and 5 negative business practices	4 3 examples of high–quality hospitality business relate to project focus. Business overview detailed and includes 5 positive and 5 negative business practices	5 3 examples of high-quality hospitality business clearly relate to project focus. Business overview well detailed and includes 5 positive and 5 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–5 points	0 Not included	1 2 Business website is not user friendly. Services and amenities poorly detailed and communicated	3 Business website is mostly user friendly, may contain broken links. Services and amenities listed	4 Business website is user friendly. Services and amenities detailed and communicated to clients	5 Business website is user friendly. Services and amenities well detailed and clearly communicated to clients	
Business Marketing: <i>Content</i> 0–10 points	0 Not included	1 2 3 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	4 5 6 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	7 8 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Customer Service Strategy 0–4 points	0 Not included	1 Customer service strategy provided though poorly thought out	2 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a process for staff recognition, though no plan for preventing future problems	3 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a process for staff recognition and prevention plan for future problems	4 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a comprehensive process for staff recognition, utilization of testimonials and prevention plan for future problems	



LEVELS 3 & 4 RUBRIC (CONTINUED)

		-				1
	0	1	2	3		
Works Cited/	Not included	Sources are incomplete,	Sources are complete,	Sources are complete,		
Bibliography		dated, unreliable and with	current and reliable, but	current, reliable and in		
0–3 points		many citation errors	have citation errors (see	MLA/APA citation (see		
			citation guide)	citation chart)		
	0	1	2	3		
	Portfolio is disorganized	Portfolio is disorganized,	Portfolio is organized,	Portfolio is effectively		
Portfolio	and illegible	illegible and contains few	neat, legible and	organized, neat, legible		
Appearance	0	grammar or spelling errors	professional, with correct	and professional with		
0–3 points		8	grammar and spelling	correct grammar and		
			Brannia and Speinig	spelling		
				0		
ORAL PRESEN	ITATION					POINTS
	0	1 2 3	4 5 6	78	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	
0 10 points	components of the project	with initial information	project well	but does not now wen	delivery	
Knowledge of	0	1 2	3	4	5	
Hospitality,	Little or no evidence of	Minimal evidence of	Knowledge of subject	Knowledge of subject	Knowledge of subject	
Tourism, and	subject matter knowledge	subject matter knowledge	matter is evident but not	matter is evident and	matter is evident and	
•	subject matter knowledge	subject matter knowledge				
Recreation			effectively used in	shared at times in the	incorporated throughout	
0–5 points	0	1	presentation 2	presentation	the presentation	
Deletionship of	-	_	-	3 Detailed autidance of		
Relationship of	No evidence of relationship	Limited evidence of	Evidence of relationship	Detailed evidence of		
Family and	between FCS coursework,	relationship between FCS	between FCS coursework,	relationship between FCS		
Consumer	standards and project.	coursework, standards and	standards and project.	coursework, standards and		
Sciences	Neither National Program	project. Either National	National Program and	project. National Program		
Coursework	nor career pathway	Program or career	career pathway identified	and career pathway		
0–3 points	identified	pathway not identified		identified. All components		
				explained well		
Use of Portfolio	0	12	3 4	5		
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		
0–5 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/pronunciation	and pronunciation errors	pronunciation errors	grammatical or		
0–3 points	errors			pronunciation errors		
Responses to	0	1	2	3		
				1		1
Evaluators'	Did not answer evaluators'	Unable to answer some	Responded adequately to	Responses to questions		
Evaluators' Questions	Did not answer evaluators' questions	Unable to answer some questions	Responded adequately to all questions	Responses to questions were appropriate and		



LEVELS 3 & 4 RUBRIC (CONTINUED)

CASE STUDY						POINT
	0	1 2	3	4	5	
Knowledge of	No case study	Case study incomplete	Case study included.	Case study included and	Case study included and	
Subject			Evidence of subject matter	detailed. Evidence of	well detailed. Clear	
0–5 points			knowledge limited	subject matter knowledge	evidence of subject matter	
					knowledge	
Appropriate Solutions 0–5points	0 No case study	1 2 Solution is not feasible or appropriate for the situation	Solution is adequate for the situation. Action step(s) included, but poorly communicated	Solution is adequate for the situation. Action step(s) detailed and communicated	Solution is feasible and appropriate for the situation. Action step(s) well detailed and clearly communicated	
Evaluator's Com	ments–Include two things d	one well and two opportunities	s for improvement:		TOTAL (92 Points Possible)	
					Evaluator #:	
					Evaluator Initials:	
					RC Initials:	



CASE STUDY FORM

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

Participants will be given 10 minutes to complete the case study evaluating their ability to respond to customer service/customer relations challenges. Participants will turn in this completed form to evaluators prior to the oral presentation.

SELECT EVENT LEVEL (CHOOSE ONE)							
Level 1:	Level 2	Level 2:		Level 3:		Level 4:	
Through Grade 8	Grades 9	Grades 9–10		Grades 11–12		Postsecondary	
PROJECT FOCUS (CHOOSE ONE)							
Culinary	Lodging	Recre	ation Tourism			Event Coordination	

Using the case study provided for the project focus selected above, what steps would you take in response?