

PROMOTE AND PUBLICIZE FCCLA

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An individual or *team event* that recognizes participants who develop an FCCLA promotion and publicity *campaign* to raise awareness and educate the school, parents and members of the *community* about the importance of FCCLA and Family and Consumer Sciences education. Participants must prepare an oral presentation and *portfolio*.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competitions.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
4. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

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

EVENT LEVELS

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

*See page 7 for more information on event levels.

GENERAL INFORMATION

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

PRESENTATION ELEMENTS ALLOWED

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

PROMOTE AND PUBLICIZE FCCLA COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Each entry will submit a <i>portfolio</i> (<i>hardcopy</i> or electronic) to the event room consultant at the designated participation time.			
10 minutes	Participant(s) will have 10 minutes to set up for the event. Other persons may not assist.		
	Room consultants and evaluators will have 10 minutes to preview the <i>portfolio</i> before the presentation begins.		
10 minutes	The oral presentation may be up to 10 minutes in length. A 1-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. If audio or audiovisual recordings are used, they are limited to a 5 minute playing time during the presentation. <i>Presentation equipment</i> , without audio, may be used during the entire presentation.		
5 minutes	Following the presentation, evaluators will have 5 minutes to interview the participant.		
10 minutes	Participants will then be given 10 minutes to complete the writing sample portion of the event.		
5 minutes	Evaluators will have 5 minutes to use the rubric to score and write comments for participants, review the writing sample and meet with each other to discuss participants’ strengths and suggestions for improvement		
Total Time: 40 Minutes			

PROMOTE AND PUBLICIZE FCCLA SPECIFICATIONS

PORTFOLIO FORMAT (CHOOSE ONE)	
Hardcopy Portfolio	The <i>portfolio</i> is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the <i>content divider pages</i> , must fit within the cover, be one-sided and may not exceed 36 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a <i>hardcopy portfolio</i> has been turned in to 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 47 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 cannot be larger.		
1- 8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.		
1- 8 ½" x 11" page or 2 slides	FCCLA Planning Process Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.		
1- 8 ½" x 11" page or 1 slide	Evidence of Online Summary Form Submission	Complete the <i>Online Project Summary Form</i> located on the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the <i>portfolio</i> .		
0-7 Content Divider/section pages or slides	Content Divider Pages or sections	Use 0 to 7 <i>Content Divider/section</i> pages or slides. <i>Content Divider/section</i> pages may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations and/or page numbers. They must not include any other <i>content</i> .		

PROMOTE AND PUBLICIZE FCCLA SPECIFICATIONS (CONTINUED)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 30 8 ½" x 11" pages or 40 slides	Evidence of Research	Document background research and current data supporting project concern. Research examples include chapter history, school/student trends, <i>community</i> knowledge of FCCLA or Family and Consumer Sciences, etc. Cite all sources appropriately.		
	Promotion Plan Description and Goals	Include implementation timeline for the current year detailing promotion and publicity <i>campaign</i> goals, measurable objectives and target <i>audience(s)</i> . List at least 3 promotional efforts. New member packet, chapter website, brochures, flyers, etc.	Include implementation timeline for the current year detailing promotion and publicity <i>campaign</i> goals, measurable objectives and target <i>audience(s)</i> . List at least 4 promotional efforts. New member packet, chapter website, brochures, flyers, etc.	Include implementation timeline for the current year detailing promotion and publicity <i>campaign</i> goals, measurable objectives and target <i>audience(s)</i> . List at least 5 promotional efforts. New member packet, chapter website, brochures, flyers, etc.
	Evidence of <i>Campaign</i>	Include implementation evidence of promotional <i>campaign</i> efforts for each activity identified/described such as promotional materials, photos, news articles, copies of social media posts, etc.		
	Promotional Techniques/ <i>Technology</i>	Describe how <i>technology</i> was used to either enhance traditional promotional techniques (poster, flyers, etc.) or to create new promotions that reach target <i>audiences</i> . Include evidence in <i>portfolio</i> (hard copies, photos, screenshots, etc.).		
	Evidence of Public Awareness and Promotion	Provide evidence of efforts and successes for each identified goal/objective.	Provide evidence of efforts and successes for each identified goal/objective. Include data to highlight project reach, increased participation numbers, increased <i>community</i> support, partnerships, etc.	
	Works Cited/ <i>Bibliography</i>	Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		
	<i>Portfolio</i> Appearance	<i>Portfolio</i> must be neat, legible and <i>professional</i> 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 5-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.
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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 research.		
Knowledge of Public Relations	Demonstrate knowledge of public relations for promotion and publicity of FCCLA and Family and Consumer Sciences.		

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SPECIFICATIONS (CONTINUED)

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.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use the <i>portfolio</i> and <i>visuals</i> to support, illustrate or complement presentation.		
Voice	Speak clearly with appropriate pitch, tempo and volume.		
Body Language	Use appropriate body language including gestures, posture, mannerisms, eye contact and appropriate handling of 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.		

PRESENTATION FORMAT

Writing Sample	The participant(s) will be given 10 minutes to develop an outline of the assigned writing sample to demonstrate their knowledge of skills needed in the communications field. The same writing sample and corresponding information will be assigned to all participants within the same level and will be evaluated for the inclusion of correct parts and <i>professionalism</i> . Writing samples may include, but are not limited to media releases, public service announcements (PSA), media advisory, an in-school or <i>community</i> flyer and preparing a photograph for publication.
Resources	FCCLA Branding and Promotion Guide

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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 and Promotion Guide](#)

National Leadership Conference Resources

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

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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
Confirm STAR Competition(s) 0 or 1 points	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 points	0 Online Orientation Form not completed in the Student Portal by deadline	1 Online Orientation Form completed in the Student Portal by deadline	
Hardcopy Portfolio 0 or 1 point	0 Binder is not the official FCCLA binder	1 Binder is the official FCCLA binder	
OR Electronic Portfolio 0 or 1 point	0 Electronic Portfolio not in viewable format to the evaluators	1 Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0–3 points	0 Portfolio exceeds the page limit	<div> 1 At least 2 errors </div> <div> 2 1 error </div> <div> 3 no errors </div> Portfolio is completed correctly and does not exceed 36 single-sided pages or 47 slides, including: <ul style="list-style-type: none"> • 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 7 Content Divider Pages or slides • Up to 25 content pages or 35 content slides 	
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 (8 Points Possible)
Divided by # of Evaluators = AVERAGE EVALUATOR SCORE			AVERAGE EVALUATOR SCORE (92 Points Possible)
Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)			FINAL SCORE (Average Evaluator Score plus Room Consultant Score)

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: _____

PROMOTE AND PUBLICIZE FCCLA 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	
Evidence of Research 0–4 points	0 Research not explained	1 Some research done but incomplete information	2 Research is current but from unreliable sources	3 Research is current, appropriate for topic, from reliable sources	4 Research is current, documented correctly and appropriate for topic	
Promotion Plan Description and Goals 0–10 points	0 Not included	1 2 3 Timeline with goals poorly detailed or less than 3 promotion/publicity pieces included	4 5 6 Timeline with goals loosely detailed. At least 3 promotion/publicity pieces included	7 8 Timeline with goals detailed. At least 3 promotion/publicity pieces included	9 10 Timeline with goals well detailed. At least 3 promotion/publicity pieces included	
Evidence of Campaign 0–12 points	0 Not evident	1 2 3 Promotional campaign efforts and implementation for each activity identified/described unclear	4 5 6 Promotional campaign efforts and implementation for each activity identified/described generally evident	7 8 9 Promotional campaign efforts and implementation for each activity identified/described evident	10 11 12 Promotional campaign efforts and implementation for each activity identified/described clearly evident	
Promotional Techniques/Technology 0–3 points	0 Either no technology used or no evidence included in portfolio	1 Role of technology to enhance efforts poorly detailed. Evidence included in portfolio	2 Role of technology to enhance efforts detailed. Evidence included in portfolio	3 Role of technology to enhance efforts well detailed. Evidence included in portfolio		
Evidence of Public Awareness and Promotion 0–3 Points	0 Not evident	1 Efforts and successes for each identified goal/objective generally evident	2 Efforts and successes for each identified goal/objective evident	3 Efforts and successes for each identified goal/objective clearly evident		
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		

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 Public Relations 0–5 points	0 Public Relations knowledge is not evident	1 2 Public relations knowledge is limited	3 Evidence of public relations knowledge, but not used effectively in the presentation	4 Public relations knowledge is evident and used in the presentation	5 Public relations knowledge is clearly evident and used effectively in the presentation	
Relationship of Family and Consumer Sciences Coursework/Standards 0–3 points	0 No evidence of relationship between FCS coursework and project	1 Limited evidence of relationship between FCS coursework and project	2 Evidence of relationship between FCS coursework and project	3 Detailed evidence of relationship between FCS coursework and project		

PROMOTE AND PUBLICIZE FCCLA LEVEL 1 RUBRIC (CONTINUED)

Use of Portfolio During Presentation 0–5 points	0 Portfolio not used during presentation	1 2 Portfolio used minimally during presentation OR was used to limited amount of speaking time	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio	
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 0–5 points	0 Did not answer evaluators' questions	1 2 Unable to answer some questions and/or given with hesitation and/or inaccurate	3 4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation		

WRITING SAMPLE OUTLINE						POINTS
Knowledge of Public Relations 0–6 points	0 Writing sample outline not done	1 2 Demonstrates an attempt at sample but not real knowledge	3 4 Demonstrates some knowledge of required sample	5 6 Demonstrates high level of knowledge and skills and knowledge of required sample parts		
Professionalism 0–2 points	0 Writing sample outline not done	1 Sample is unorganized and has grammatical errors	2 Sample is organized, neat, and without grammatical errors			

Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

PROMOTE AND PUBLICIZE FCCLA 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	
Evidence of Research 0–4 points	0 Research not explained	1 Some research done but incomplete information	2 Research is current but from unreliable sources	3 Research is current, appropriate for topic, from reliable sources	4 Research is current, documented correctly and appropriate for topic	
Promotion Plan Description and Goals 0–10 points	0 Not included	1 2 3 Timeline with goals poorly detailed or less than 4 promotion/publicity pieces included	4 5 6 Timeline with goals loosely detailed. at least 4 promotion/publicity pieces included	7 8 Timeline with goals detailed. at least 4 promotion/publicity pieces included	9 10 Timeline with goals well detailed. at least 4 promotion/publicity pieces included	
Evidence of Campaign 0–12 points	0 Not evident	1 2 3 Promotional campaign efforts and implementation for each activity identified/ described unclear	4 5 6 Promotional campaign efforts and implementation for each activity identified/ described generally evident	7 8 9 Promotional campaign efforts and implementation for each activity identified/ described evident	10 11 12 Promotional campaign efforts and implementation for each activity identified/ described clearly evident	
Promotional Techniques/ Technology 0–3 points	0 Either no technology used or no evidence included in portfolio	1 Role of technology to enhance efforts poorly detailed. Evidence included in portfolio	2 Role of technology to enhance efforts detailed. Evidence included in portfolio	3 Role of technology to enhance efforts well detailed. Evidence included in portfolio		
Evidence of Public Awareness and Promotion 0–3 Points	0 Not evident and/or no data included	1 Efforts and successes for each identified goal/ objective generally evident. Supporting data poorly detailed (see specifications)	2 Efforts and successes for each identified goal/ objective evident. Supporting data detailed (see specifications)	3 Efforts and successes for each identified goal/ objective clearly evident. Supporting data well detailed (see specifications)		
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		

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 Public Relations 0–5 points	0 Public relations knowledge is not evident	1 2 Public relations knowledge is limited	3 Evidence of public relations knowledge, but not used effectively in the presentation	4 Public relations knowledge is evident and used in the presentation	5 Public relations knowledge is clearly evident and used effectively in the presentation	

PROMOTE AND PUBLICIZE FCCLA LEVEL 2 RUBRIC (CONTINUED)

Relationship of Family and Consumer Sciences Coursework/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 Evidence of relationship between FCS coursework and project. National Program identified	3 Detailed evidence of relationship between FCS coursework and project. National Program identified and both explained well		
Use of Portfolio During Presentation 0–5 points	0 Portfolio not used during presentation	1 2 Portfolio used minimally during presentation OR was used to limited amount of speaking time	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio	
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 0–5 points	0 Did not answer evaluators' questions	1 2 Unable to answer some questions and/or given with hesitation and/or inaccurate	3 4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation		

WRITING SAMPLE OUTLINE					POINTS	
Knowledge of Public Relations 0–6 points	0 Writing sample outline not done	1 2 Demonstrates an attempt at sample but not real knowledge	3 4 Demonstrates some knowledge of required sample	5 6 Demonstrates high level of knowledge and skills and knowledge of required sample parts		
Professionalism 0–2 points	0 Writing sample outline not done	1 Sample is unorganized and has grammatical errors	2 Sample is organized, neat, and without grammatical errors			

Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

PROMOTE AND PUBLICIZE FCCLA 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	
Evidence of Research 0–4 points	0 Research not explained	1 Some research done but incomplete information	2 Research is current but from unreliable sources	3 Research is current, appropriate for topic, from reliable sources	4 Research is current, documented correctly and appropriate for topic	
Promotion Plan Description and Goals 0–10 points	0 Not included	1 2 3 Timeline with goals poorly detailed or less than 5 promotion/publicity pieces included	4 5 6 Timeline with goals loosely detailed. at least 5 promotion/publicity pieces included	7 8 Timeline with goals detailed. at least 5 promotion/publicity pieces included	9 10 Timeline with goals well detailed. at least 5 promotion/publicity pieces included	
Evidence of Campaign 0–12 points	0 Not evident	1 2 3 Promotional campaign efforts and implementation for each activity identified/ described unclear	4 5 6 Promotional campaign efforts and implementation for each activity identified/ described generally evident	7 8 9 Promotional campaign efforts and implementation for each activity identified/ described evident	10 11 12 Promotional campaign efforts and implementation for each activity identified/ described clearly evident	
Promotional Techniques/ Technology 0–3 points	0 Either no technology used or no evidence included in portfolio	1 Role of technology to enhance efforts poorly detailed. Evidence included in portfolio	2 Role of technology to enhance efforts detailed. Evidence included in portfolio	3 Role of technology to enhance efforts well detailed. Evidence included in portfolio		
Evidence of Public Awareness and Promotion 0–3 Points	0 Not evident and/or no data included	1 Efforts and successes for each identified goal/ objective generally evident. Supporting data poorly detailed (see specifications)	2 Efforts and successes for each identified goal/ objective evident. Supporting data detailed (see specifications)	3 Efforts and successes for each identified goal/ objective clearly evident. Supporting data well detailed (see specifications)		
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		

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 Public Relations 0–5 points	0 Public relations knowledge is not evident	1 2 Public relations knowledge is limited	3 Evidence of public relations knowledge, but not used effectively in the presentation	4 Public relations knowledge is evident and used in the presentation	5 Public relations knowledge is clearly evident and used effectively in the presentation	

PROMOTE AND PUBLICIZE FCCLA LEVELS 3 & 4 RUBRIC (CONTINUED)

Relationship of Family and Consumer Sciences Coursework/Standards 0–3 points	0 No evidence of relationship between FCS coursework, standards and service project. Neither National Program nor career pathway identified	1 Limited evidence of relationship between FCS coursework, standards and service project. Either National Program or career pathway not identified	2 Evidence of relationship between FCS coursework, standards and service project. National Program and career pathway identified	3 Detailed evidence of relationship between FCS coursework, standards and service project. National Program and career pathway identified. All components explained well		
Use of Portfolio During Presentation 0–5 points	0 Portfolio not used during presentation	1 2 Portfolio used minimally during presentation OR was used to limited amount of speaking time	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio	
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 0–5 points	0 Did not answer evaluators' questions	1 2 Unable to answer some questions and/or given with hesitation and/or inaccurate	3 4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation		

WRITING SAMPLE OUTLINE					POINTS	
Knowledge of Public Relations 0–6 points	0 Writing sample outline not done	1 2 Demonstrates an attempt at sample but not real knowledge	3 4 Demonstrates some knowledge of required sample	5 6 Demonstrates high level of knowledge and skills and knowledge of required sample parts		
Professionalism 0–2 points	0 Writing sample outline not done	1 Sample is unorganized and has grammatical errors	2 Sample is organized, neat, and without grammatical errors			

Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	