

RED TALKS ON EDUCATION

RED Talks on Education

An individual event recognizing participant(s) who prepare and deliver a TED Talk–style presentation on an education related–topic based on the annual scenario.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. 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 and must be the work of the participant(s) only.
3. National Leadership Conference 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.
4. The use of copyrighted music, photographs, or graphics in the Red Talk may disqualify the entry. Music, photographs, text, trademarks, or names that are used in the project must be properly cited and documented. Only original items or items licensed for reuse are allowed. Most popular/commercial music is copyrighted and its use strictly limited. Participants are encouraged to use music with the appropriate license for reuse and publication on the Internet. Copyright laws must be followed.
5. Participants must follow state or district rules/guidelines for student privacy and use of photographs or student work when published online.
6. Registered conference attendees are permitted to view the Red Talks on Education presentation during the National Leadership Conference. The number of spectators is determined on a first–come first–served basis and will depend on venue capacity. Spectators are not permitted to interact with the presentation.
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	Video, Oral Presentation and Visuals	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
■					■		■	■

Visuals/props may include posters, charts, slides, presentation software, puppets, etc. Audio and audiovisual recordings are limited to 1–minute playing time during the presentation.

RED TALKS ON EDUCATION

PRELIMINARY ROUND & NATIONAL LEADERSHIP CONFERENCE

PRELIMINARY ROUND & NATIONAL LEADERSHIP CONFERENCE (NLC)	
Annual Educational Scenario	The State Department of Education is actively seeking creative methods to attract future teachers to the field of education. You have been invited to present at your State Capitol, where you will present a 10 minute presentation addressing the teaching shortage issue and present inventive solutions to tackle this escalating problem.
Preliminary Round	Participants must prepare a 10-minute pre-recording of their TED Talk-style presentation based on the annual scenario. Participants must submit up to 10 minutes of <i>unedited video</i> footage. Video footage that does not meet the definition of an unedited video will be disqualified. Participants must also submit all necessary materials to the FCCLA Portal by the deadline specified on the FCCLA website.
National Leadership Conference (NLC)	The top 15 entries per level will advance to the National Leadership Conference (NLC) and present their RED TALK, plus oral presentation to evaluators and spectators.

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PROCEDURES & TIME REQUIREMENTS (PRELIMINARY ROUND) (DUE FEBRUARY 1)

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
10 minutes	The total recording time must be 10 minutes in length at maximum.		
Projects must be posted on the school/chapter website or a public drive. Components include presentation recording, project identification page, project summary, and FCCLA Planning Process summary page. All required project components must be available in PDF format on the website. Other formats are not permitted and will not be evaluated, resulting in disqualification.			
Total Time: 10 Minutes			

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)

- Participants may bring their drive/website 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.
- 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.

TIME	LEVEL 2	LEVELS 3 & 4
10 minutes	Participants will have 5 minutes to bring up their drive/website for evaluators to review their project components. Other persons may not assist.	
	Evaluators and Room Consultants will have 5 minutes to review	
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 1 minute playing time during the presentation.	
5 minutes	Following the presentation, evaluators will have 5 minutes to interview the participant. Spectators are not permitted to ask questions or engage.	
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for each participant.	
Total Time: 35 Minutes		

RED TALKS ON EDUCATION

SPECIFICATIONS (PRELIMINARY ROUND)

DRIVE/WEBSITE CONTENT	
Project Components	Projects must be posted on a public drive or school/chapter website. Components include presentation recording, project identification page, project summary, and FCCLA Planning Process summary page. All required project components must be available in PDF format on a public cloud drive or website. Other formats are not permitted and will not be evaluated, resulting in disqualification.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
1– 8 ½" x 11" page	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, but cannot be larger. Must be posted on the website in PDF format.		
1– 8 ½" x 11" page	FCCLA Planning Process Summary Page	Summarize how each step of the Planning Process was used to plan and implement the project; Must be posted on the website in PDF format.		
1– 8 ½" x 11" page	Evidence of Online Summary Form Submission	Complete the Online Project Summary Form 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	Works Cited/Bibliography	Use MLA or APA formatting when citing sources. All sources must be reliable and current.		

DRIVE/WEBSITE CONTENT	
Video Content	Participants record and submit up to 10 minutes of unedited video footage as part of an education based REDTalk. The total time of the video may not exceed 10 minutes. The unedited video must be posted online to the public drive or website and must be available for viewing online. Video footage that does not meet the definition of an <i>unedited video</i> will be disqualified.

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Format	Produce an <i>unedited video</i> no longer than 10 minutes.			
Introduction	Use creative methods to capture audience attention.			
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.			
Call to Action	Effectively inspire and motivate the audience to take specific actions that address the educational topic, offering practical solutions and clear steps for implementation, encouraging tangible impact and change.			
Voice	Speak clearly with appropriate pitch, tempo and volume.			
Body Language/Clothing Choice	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.			

RED TALKS ON EDUCATION

SPECIFICATIONS (NATIONAL LEADERSHIP CONFERENCE (NLC))

PRESENTATION FORMAT (NATIONAL LEADERSHIP CONFERENCE ONLY)	
Oral Presentation	Participants will deliver their TED Talk–style presentation based on the annual scenario to a live audience and evaluators. The 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.

SPECIFICATIONS	LEVEL 2	LEVELS 3 & 4
Introduction	Use creative methods to capture audience attention.	
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.	
Engaging	Presentation is engaging and keeps the audience captivated throughout the talk; leaving the audience wanting more at the end.	
Call to Action	Effectively inspire and motivate the audience to take specific actions that address the educational topic, offering practical solutions and clear steps for implementation, encouraging tangible impact and change.	
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 notecards if used.	
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage and pronunciation.	
Time	Presentation does not exceed 10 minutes.	
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project.	

RED TALKS ON EDUCATION ALL LEVELS 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, level, event name and project title				
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	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not included	1 Signed proof of submission from the online form is included				
Works Cited/Bibliography 0–5 points	0 Not provided	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)	

DRIVE/WEBSITE CONTENT (VIDEO CONTENT)						POINTS
Format 0 or 5 points	0 Video footage is edited or exceeds 10 minutes	5 Video footage is unedited and does not exceed 10 minutes				
Introduction 0–15 points	0 No introduction	1 2 3 4 5 Introduction ineffective	6 7 8 9 10 Introduction is original, catches interest	11 12 13 14 15 Introduction is highly original, catches interest		
Organization/Delivery 0–15 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 4 The presentation covers some or all topic elements with limited information	5 6 7 8 Presentation gives complete information but does not explain the project well	9 10 11 12 Presentation covers information completely but does not flow well	13 14 15 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–15 points	0 Little or no evidence of subject matter knowledge	1 2 3 4 Minimal evidence of subject matter knowledge	5 6 7 8 Knowledge of subject matter is evident but not effectively used in presentation	9 10 11 12 Knowledge of subject matter is evident and shared at times in the presentation	13 14 15 Knowledge of subject matter is evident and incorporated throughout the presentation	
Engaging 0–7 points	0 Presenter was not engaging	1 2 Presenter was somewhat engaging	3 4 Presenter was engaging and left the audience wanting more.	5 6 7 Presenter was highly engaging and captivated the audience. Left the audience wanting more.		
Call to Action 0–15 points	0 No call to action	1 2 3 4 Presentation is vaguely motivational or action steps unclear	5 6 7 8 Presentation is generally motivational and provides action steps for audience to make change	9 10 11 12 Presentation is motivational and provides action steps for audience to make change	13 14 15 Presentation is highly motivational and clearly provides action steps for audience to make change	
Voice 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		

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ALL LEVELS RUBRIC (PRELIMINARY ROUND) (CONTINUED)

Body Language 0–5 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 3 Gestures, posture, mannerisms, eye contact is consistent	4 Gestures, posture, mannerisms, eye contact is consistent and somewhat enhances presentation	5 Gestures, posture, mannerisms, eye contact is consistent and enhances presentation	
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		

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



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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	Online Orientation Form not completed in the Student Portal by deadline	Online Orientation Form completed in the Student Portal by deadline	
Punctuality 0 or 1 point	Participant was late for presentation	Participant was on time for presentation	
Dress Code 0 or 1 point	Event dress code was not followed	Event dress code was followed	
EVALUATORS' SCORES Evaluator 1: _____ Initials: _____ Evaluator 2: _____ Initials: _____ Evaluator 3: _____ Initials: _____ Total Score: _____ _____ Divided by # of Evaluators = AVERAGE EVALUATOR SCORE Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)			ROOM CONSULTANT TOTAL (4 Points Possible) AVERAGE EVALUATOR SCORE (96 Points Possible) 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: _____

RED TALKS ON EDUCATION ALL LEVELS RUBRIC (NATIONAL LEADERSHIP CONFERENCE)

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

DRIVE/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, level, event name and project title				
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	
Evidence of Online Project Summary Submission 0 or 1 point	0 Not included	1 Signed proof of submission from the online form is included				
Works Cited/Bibliography 0–5 points	0 Not provided	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)	

ORAL PRESENTATION (NATIONAL LEADERSHIP CONFERENCE ONLY)						POINTS
Introduction 0–11 points	0 No introduction	1 2 3 Introduction ineffective	4 5 6 Introduction is original, catches interest	7 8 9 Introduction is highly original, catches interest	10 11 Introduction is highly original, catches interest	
Organization/Delivery 0–12 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 9 Presentation covers information completely but does not flow well	10 11 12 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0–15 points	0 Little or no evidence of subject matter knowledge	1 2 3 4 Minimal evidence of subject matter knowledge	5 6 7 8 Knowledge of subject matter is evident but not effectively used in presentation	9 10 11 12 Knowledge of subject matter is evident and shared at times in the presentation	13 14 15 Knowledge of subject matter is evident and incorporated throughout the presentation	
Engaging 0–7 points	0 Presenter was not engaging	1 2 Presenter was somewhat engaging	3 4 Presenter was engaging and left the audience wanting more.	5 6 7 Presenter was highly engaging and captivated the audience. Left the audience wanting more.		
Call to Action 0–10 points	0 No call to action	1 2 3 4 Presentation is vaguely motivational or action steps unclear	5 6 7 8 Presentation is generally motivational and provides action steps for audience to make change	9 10 11 12 Presentation is motivational and provides action steps for audience to make change	13 14 15 Presentation is highly motivational and clearly provides action steps for audience to make change	
Voice 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 0–5 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 3 Gestures, posture, mannerisms, eye contact is consistent	4 Gestures, posture, mannerisms, eye contact is consistent and somewhat enhances presentation	5 Gestures, posture, mannerisms, eye contact is consistent and enhances presentation	



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ALL LEVELS RUBRIC (NATIONAL LEADERSHIP CONFERENCE) (CONTINUED)

Grammar/ Word Usage/ Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Time 0 or 5 points	0 Presentation exceeds 10 minutes	5 Presentation does not exceed 10 minutes				
Responses to Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' questions	3 Responses to questions were appropriate and given without hesitation		

Evaluator's Comments—Include two things done well and two opportunities for improvement:	TOTAL (96 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	