



PROMOTE and PUBLICIZE FCCLA! VIRTUAL



Promote and Publicize, an *individual or team event*, 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, Family and Consumer Sciences/Career Field education. Participants must prepare an **electronic portfolio**, and a **video presentation**.

EVENT LEVEL:

Level One (through grade 8)

Level Two (grades 9-10)

Level Three (grades 11-12)

CONTENT STANDARDS ALIGNMENT

See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

CAREER CLUSTERS

- Education and Training
- Hospitality and Tourism
- Human Service
- Information Technology

ELIGIBILITY & PROCEDURES

1. Review “Eligibility and General Rules for All Levels of Competition” in national STAR event manual prior to event planning and preparation.
2. Each entry must post all required documents (as specified below) to their online folder.
3. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year and must be the work of the participants.
4. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
 - Electronic Portfolio
 - i. Participants must submit one (1) file with all slides, in order for viewing. It must be submitted as a PDF file, and not a downloadable PPT file (multiple scanned images files are not allowed) (Not all evaluators may have access to PowerPoint.)
 - One (1) oral presentation video needs to be available for public view and the URL should be included in the PDF file. Options include:
 - i. Embedded video
 - ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
 - iii. Video files which require the reviewer to download are NOT allowed due to their potential size

TECHNOLOGY TIPS

1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. “Leadership – Level 2 – Gonzales.”
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored!



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GENERAL INFORMATION

Submission of Project	There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated Folder Name will be Chapter Name & Number_ Event Name_Level
Scoring Breakdown	Each team member will take the test – scores will be averaged Electronic Portfolio – team score Presentation Video – team score

Number of Participants per Entry	Prepare Ahead of Time	Competition Dress Code	Maximum Number of Slides, optional	Maximum Oral Presentation Time
1 - 3	Electronic Portfolio Presentation Video	Official FCCLA jacket preferred	47	10 minutes

ELECTRONIC PORTFOLIO SPECIFICATIONS		
1 slide	<i>Project Identification Page</i>	Plain slide – no graphics or decorations Information must include: Participants name – chapter name – school – city- event name and project title
1 slide	<i>Evidence of Online Project Summary Sheet</i>	Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal and include proof of submission in the portfolio.
2 slides	<i>FCCLA Planning Process Summary Page</i>	Include how each step of the <i>Planning Process</i> was used to plan and implement the project.
1 slide	<i>Table of Contents</i>	List the parts of the <i>portfolio</i> in the order in which the parts appear.
Up to 7 slides	<i>Content Divider Pages</i>	Content divider/section may contain a title, a section name, graphic elements, thematic decorations. They must not include any other content.
	<i>Evidence of Research</i>	Document background research and <i>current</i> data supporting project concern. Examples of research include chapter history, school/student trends, <i>community</i> knowledge of FCCLA or Family and Consumer Sciences, etc. Cite all <i>resources</i> appropriately.



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Up to 35 slides	<i>Promotion Plan Description</i>	<p>A planned, cohesive promotion and publicity <i>campaign</i> with published goals and objectives for marketing and public relations efforts.</p> <p>Specify <i>current</i> year plans and timetable for implementation.</p> <p>Examples of promotion efforts include a new member packet, website, bulletins, brochures, letters to chapter members, school officials, and <i>community</i> members, handouts for FCCLA chapter events, and public relations aimed at other <i>professional</i> organizations.</p> <p>The results should be measurable, such as an increase in membership, increase in awareness of FCCLA, or greater motivation of its target <i>audience</i>.</p>
	<i>Evidence of Campaign</i>	Publicity about chapter events and individual chapter achievers that appears in appropriate promotional material, i.e. news articles.
	<i>Evidence of Technology Used</i>	<p>Use <i>technology</i> to develop promotional materials that raise awareness and educate the school, parents, and members of the <i>community</i> about the importance of FCCLA, chapter activities, and Family and Consumer Sciences education.</p> <p>Examples of <i>technology</i> include, but are not limited to computer applications, audio or video production, multimedia, slides, and photography. Hard copies/pictures must be included in <i>portfolio</i>.</p>
	<i>Evidence of Public Awareness and Promotion</i>	Evidence of a successful promotion plan such as appropriate increase in chapter membership, increase in chapter event participation, increase in interest about FCCLA, increase in support from the school and/or <i>community</i> , or development of partnerships with <i>community resources</i> .
	<i>Relationship to Family and Consumer Sciences/Career Fields</i>	Describe relationship of project <i>content</i> to Family and Consumer Sciences and/or related occupations.
	<i>Works Cited/Bibliography</i>	<p>Use MLA or APA citation style to cite all references.</p> <p><i>Resources</i> should be <i>reliable</i> and <i>current</i>.</p>
	<i>Appearance</i>	<p>Slides must be neat, legible, professional</p> <p>Use correct grammar and spelling</p>



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VIDEO PRESENTATION SPECIFICATIONS	
Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences/ Career Fields Standards	Describe relationship of project content to Family and Consumer Sciences/Career Fields standards.
Knowledge of Self	Demonstrate thorough knowledge of self and the ways in which he/she grew during the project.
Use of Slides During Presentation	Use of slides to support, illustrate, or complement presentation. Can NOT use a voice over with the slides.
Voice	Speaks clearly with appropriate pitch, tempo, and volume.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerism, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.



CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM PROMOTE AND PUBLICIZE FCCLA!



Name of Member(s) _____

Chapter Name _____ Chapter Number _____ 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 number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Event Online Orientation Documentation	0 Official documentation not provided at presentation time	2 Official documentation provided at presentation time with adviser signature	
Folder	8 points Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date		
TOTAT SCORE ABOVE			
Test Scores	Participant _____ Participant _____ Participant _____ Total Team Score _____	Total Team Score _____ Divided by # of participants on team _____ -Average Team Score _____ (20 points possible)	
Evaluators' Scores	Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____		Average
Final Points	100 points <i>Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)</i>		

RATED ACHIEVED (*mark one*)

_____ Gold 90 – 100

_____ Silver 70 – 89.99

_____ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) _____



PROMOTE and PUBLICIZE FCCLA! RUBRIC



Participants Name _____

Chapter # _____ State ____ Team # ____ Station # ____ Level ____

SLIDES	Possible Points 5 /Comments	Points
Viewable format for evaluators Contains no more than 47 slides Table of Content and Divider pages meet requirements listed Appearance of slides, neat, legible Slides is creative and high quality		
FCCLA PLANNING PROCESS	Possible Points 5 /Comments	
Used to plan the project Steps explain in detail Articulated with clear steps Evaluation methods stated Analyzed the impact of the project		
PROMOTION PLAN	Possible Points 20 /Comments	
Promotion plan is detailed, creativity Promotion plan encompasses several media Promotion plan included making contact in and out of classroom/school Research is current Works cited/Bibliography		
IMPLEMENTATION of PROMTION PLAN	Possible Points 20 /Comments	
Technology used to develop project Materials developed to document project Appropriate number of campaign materials Evidence of public awareness Promotion potential increase		



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PRESENTATION	Possible Points 10 /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage - pronunciation Meets presentation time requirement		
PRESENTATION CONTENT	Possible Points 10 /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		