

## Promote and Publicize FCCLA!

Individual or Team Event

Develop an FCCLA 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 Science education

10 minute oral presentation

Hard copy, Not to exceed 36 pages	Electronic copy Not to exceed 47 slides	points	Topic	
1	1		Project ID Page	1 -8 ½ "x11" plain paper or slide: no graphics or decorations. Participant/s name/s, chapter name, school, city, state, event name, project title.
1	1		Table of Contents	List parts of the portfolio in the order in which the parts appear.
1	2	5	Planning Process Page	Summary page of how each step of the Planning Process was used to plan and implement the project. Each step is fully explained
1	1		Online summary	Online project summary submission proof of submission. On the 'Surveys' tab of the FCCLA Portal.
0-7			Divider pages	Divider pages/slides. May contain a title, a section name, graphic elements, thematic decorations and/or page numbers. Must Not include any other content.
<b>25 pages</b>	<b>35 slides</b>	4	Evidence of research	Research is current, documented correctly and appropriate for topic. <b>Examples of research: chapter history, school/student trends, community knowledge of FCCLA/Family and Consumer Science.</b>
		10	Promotion plan description	Promotion plan is very detailed creative, rigorous, encompassed several media and challenges participants to learn and make contact in and out of their classrooms and schools. Specify current year plans and timetable for implementation. <b>Examples: new member packet, website, bulletins, brochures, letter to chapter members, school officials, community members, handouts for FCCLA chapter events and public relations aimed at other professional organizations. The results should be measurable, such as an increase in membership, increase in awareness of FCCLA, or greater motivation of its target audience.</b>
		10	Evidence of campaign	There is an appropriate number of campaign materials and all are creative, innovative, professional and of high quality. <b>Appears in appropriate promotional materials, news articles, etc</b>
		3	Evidence of technology used	Technology used to develop project and materials were developed to document project. <b>Examples: computer apps, audio or video production, multimedia, slides, photos-hardcopy/pictures</b>
		5	Evidence of public Awareness and promotion	The portfolio shows areas of public awareness and promotion potential and the increase that occurred throughout the campaign, and opportunities or ideas for improvement. <b>Increase in membership, chapter</b>

			event participation, interest about FCCLA, interest in support from school/community, development of partnerships w/ community resources	
		5	Relationship to Family and Consumer Science and/or related occupations	Explained fully with evidence of mastery of the content area.
		3	Works cited	Complete list of current and reliable resources in MLA or APA style.
		3	Appearance	Neat, legible, and professional, correct grammar and spelling used with effective organization of information

**ORAL PRESENTATION**

10	Organization/Delivery	Presentation covers all relevant information with a seamless and logical delivery
5	Knowledge of subject Matter	Knowledge of subject matter is evident and incorporated throughout the presentation
5	Use of Portfolio and visuals during presentation	Presentation moves seamlessly between oral presentation, portfolio and visuals
3	Voice-pitch, tempo, volume	Voice quality is outstanding and pleasing
3	Body language/clothing choice	Gestures, posture, mannerisms, eye contact, and clothing enhance presentation
3	Grammar/word usage/pronunciation	Presentation has no grammatical and pronunciation errors
5	Responses to evaluators' questions	Responses to questions were appropriate and given without hesitation

**WRITING SAMPLE**

6	Knowledge of public relations	Demonstrate high level of knowledge and skills and knowledge of required sample parts
2	Professionalism	Sample is organized, neat, and without grammatical errors