

Promote and Publicize FCCLA!

Promote and Publicize FCCLA! is 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. The goal of this event is to provide FCCLA members with communications experience to make a difference by increasing membership, developing partnerships, gaining Alumni & Associate involvement, promoting FACS education, gathering school and community support for their chapter, and contributing to the longevity of the organization and the relevance of its opportunities for members. Additionally, this event will increase member awareness of careers in communications and public relations.

Career Cluster/Career Pathway

Arts, A/V Technology, and Communications— Journalism and Broadcasting, Marketing Communications and Promotion Pathways

News analysts, reporters and correspondents gather information, prepare stories and make broadcasts that inform us about local, state, national and international events: present points of view on current issues; and report on the actions of public officials, corporate executives, special interest groups and others who exercise power. Marketing communications and promotion employees plan, coordinate and implement marketing strategies, advertising, promotion and public relations activities.

Connection to National Standards for Family and Consumer Sciences

1.0 Career, Community and Life Connections

Comprehensive Standard: Integrate multiple life roles and responsibilities in family, work, and community settings.

13.0 Interpersonal Relationships

Comprehensive Standard: Demonstrate respectful and caring relationships in the family workplace, and community.

Content Standards/Competencies

1.2.3 Apply communication skills in school, community and workplace settings.

1.2.6 Demonstrate leadership skills and abilities in school, workplace and community settings.

13.3 Demonstrate communication skills that contribute to positive relationships.

13.5.2 Demonstrate strategies to motivate, encourage, and build trust in group members.

EVENT CATEGORIES

Junior: through grade 9

Senior: grades 10-12

Occupational: grades 10-12

See the section on event categories for more information.

ELIGIBILITY

1. Chapters may submit one entry in each category of this event.
2. Participation is open to any nationally affiliated FCCLA chapter member.
3. The Promote and Publicize FCCLA! project must be developed and completed within a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference.
4. The Promote and Publicize FCCLA! project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

PROCEDURES & TIME REQUIREMENTS

1. **Each entry will submit a *portfolio* to the Event Chairperson at orientation.**
2. Participant(s) will have 10 minutes to set up for the event. Other persons may not assist. During this, the Event Chairperson will check the portfolio to ensure it meets the requirements below.
3. Event Chairpersons and evaluators will have 15 minutes to preview the *portfolio* before the presentation begins.
4. While evaluators are looking at the portfolio, participants will be given 15 minutes in a designated planning room to complete the writing sample portion of the event.
5. The oral presentation **may be up to** 10 minutes in length but must be at least 7 minutes. A one-minute warning will be given at 9 minutes. Participant(s) will be stopped at 10 minutes.
6. If audio or audiovisual recordings are used, they are limited to 5 minutes playing time during the presentation. *Visual equipment*, without audio, may be used during the entire presentation.

7. Following the presentation, evaluators will have 5 minutes to interview participant(s).
8. 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.
9. The total time required for this event is approximately 45 minutes.

GENERAL INFORMATION

1. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
2. Electrical outlets must be requested through the adviser. Extension cords and power strips are not provided.
3. Internet connections will **not** be provided.
4. Words in *italics* are defined in the glossary.
5. **Allowable Presentation Elements:**
Audio, Costumes/Uniforms, Easel(s), Props/Pointers, Visual Equipment, Visuals.
Not Allowed: *File Folders, Skits.*

Promote and Publicize FCCLA! Specifications

Portfolio

The *portfolio* 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/notebook obtained from the national FCCLA emblematic supplier.** A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover. The binder/notebook must contain **no more than 35 pages: 1 project identification page, 1 table of contents page, 1 Planning Process summary page, 0-7 divider pages, and up to 25 content pages including the documents listed below.** *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other content. All pages must be one-sided only. All pages except *divider pages* must be 8 1/2"x 11". **The portfolio will be turned in to the Event Chairperson at orientation.**

Project Identification Page	One 8 1/2" x 11" page on <i>plain paper</i> , with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, FCCLA national region, and project title.
FCCLA Planning Process Summary Page	One 8 1/2" x 11" summary page of 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.
Evidence of Research	Document background research and current data supporting project concern. Examples of research include chapter history, school/student trends, community knowledge of FCCLA or Family and Consumer Sciences, etc. Cite all <i>resources</i> appropriately.
Promotion Plan Description	A planned, cohesive promotion and publicity campaign with published goals and objectives for marketing and public relations efforts. Specify current year plans and a timetable for implementation. Examples of promotion efforts include a new member packet, website, bulletins, online and paper brochures, letters to chapter members, school officials, and community members, handouts for FCCLA chapter events, and public relations aimed at other professional organizations. Ideally, the results should be measurable, such as an increase in membership, increase in awareness of FCCLA, or greater motivation of its target audience.
Evidence of Campaign	Publicity about chapter events and individual chapter achievers that appears in appropriate promotional material, i.e. news articles.
Evidence of Technology Used	Use technology to develop promotional materials that raise awareness and educate the school, parents, and members of the community about the importance of FCCLA, chapter activities, and Family and Consumer Sciences education. Examples of technology include, but are not limited to: computer applications, audio or video production, multimedia, CDs, slides, and photography. Hard copies/pictures must be included in portfolio.
Evidence of Public Awareness and Promotion	Evidence of a successful promotion plan could include an appropriate increase in chapter membership, increase in chapter event participation, an increase in interest about FCCLA and what it is all about, an increase in support from the school and/or community, or development of partnerships with community resources.

Relationship to Family and Consumer Sciences	Describe relationship of project content to Family and Consumer Sciences and/or related occupations.
Works Cited/ <i>Bibliography</i>	Use MLA citation style to cite all references. <i>Resources</i> should be reliable and current.
Appearance	<i>Portfolio</i> must be neat, legible, and <i>professional</i> and use correct grammar and spelling.

Oral Presentation

The oral presentation **may be up to** 10 minutes in length but must be at least 7 minutes and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 5 minutes playing time during the presentation. *Visual equipment*, with no audio, may be used throughout the oral presentation. Participants may use any combination of *props*, materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Knowledge of Subject Matter	Show evidence of current data and knowledge of trends in <i>technology</i> and its application to Family and Consumer Sciences-related concerns.
Use of <i>Visuals</i>	Use <i>visuals</i> to support, illustrate, or complement presentation. They should be neat, legible, <i>professional</i> , creative, and use correct grammar and spelling.
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 and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

Writing Sample

The participant(s) will be given 15 minutes to develop 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 category and will be evaluated for the inclusion of correct parts, professionalism, as well as creativity in writing. Writing samples may include, but are not limited to press releases, ad copy, letters to the editor, public service announcements (PSA), scripting for a radio advertisement, an in-school or community flyer, and preparing a photograph for publication.

STAR Events Point Summary Form Promote And Publicize FCCLA!

Category (circle one): Junior Senior Occupational

Participant's Name(s): _____

Participant(s) Number: _____

Directions:

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, please write "No Show" across the top and return with other forms. Do **not** change team or group numbers.
2. Before student presentation, Event Chairperson must check participants' *portfolio* using the criteria and standards listed below and fill in the boxes.
3. 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 paper clip all items related to the presentation together. Please do **not** staple.

ROOM CONSULTANT CHECK			POINTS
Registration 0-5 points	0 Did not attend/incomplete team attendance	5 The individual or ALL participating members of the team attended	
Portfolio 0-1 point	0 Binder is not the official FCCLA binder and/or materials do not fit within the binder	1 Binder is the official FCCLA binder and materials fit within the binder	
Portfolio Pages 0-1 point	0 Portfolio exceeds the page limit or is missing one or more places of required information	1 Portfolio contains no more than 35 single-sided pages including: • 1 project ID page • 1 table of contents page • 1 Planning Process summary page • Up to 7 divider pages • Up to 25 content pages	
Project Identification Page 0-2 points	0 Project ID page is missing	1 Project ID page is present but includes incorrect information	2 Project ID page is present and completed correctly
Punctuality 0-1 point	0 Participant was late for presentation	1 Participant was on time for presentation	

Evaluators' Scores

Evaluator 1 _____ Initials _____

Evaluator 2 _____ Initials _____

Evaluator 3 _____ Initials _____

Total Score _____ divided by number of evaluators

= **AVERAGE EVALUATOR SCORE**

Event Chairperson Total _____

(10 points possible)

Average Evaluator Score _____

(90 points possible)

Final Score _____

(Average Evaluator Score plus Room Consultant Total)

Rating achieved (circle one) Gold: 90-100 Silver: 70-89.99 Bronze: 1-69.99

Verification of final score and rating (please initial) Eval. 1 _____ Eval. 2 _____ Eval. 3 _____ Chair _____

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