

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. Participants must prepare a *portfolio* and an **oral presentation**.

**NEW JERSEY CORE CURRICULUM STANDARDS**

- RI.11-12.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.
- L.11-12.2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.
- L.11-12.6 Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.
- SL.11-12.1b Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
- SL.11-12.1d Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.
- SL.11-12.2 Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.
- SL.11-12.3 Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used.
- SL.11-12.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
- SL.11-12.6 Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.

**CAREER READY PRACTICES**

- ✓ Act as a responsible and contributing citizen and employee.
- ✓ Apply appropriate academic and technical skills
- ✓ Communicate clearly and effectively with reason
- ✓ Consider the environmental, social and economic impacts of a decision.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in teams while using cultural global competencies.

**NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES**

- 2.1 Classify different types of concerns (e.g. theoretic, technical, practical) and possible methods for addressing them.
- 4.8 Evaluate potential short and long term consequences of possible actions on self, others and culture/society and global environment.
- 4.16 Evaluate practical reasoning process.

**EVENT CATEGORIES**

**Junior:** Participants in grades 6 – 9

**Senior:** Participants in a comprehensive program in grades 10 – 12

**Occupational:** Participants in an occupational program in grades 10 – 12

**ELIGIBILITY**

- 1. A chapter may register one (1) entry in each event category.
- 2. An entry is defined as one (1) participant or one (1) team comprised of a maximum of three (3) members.
- 3. An event category is determined by a member’s grade in school and affiliation status.
- 4. Participation is open to any affiliated FCCLA member.

**PROCEDURES & REGULATIONS**


- 1. The promotion and publicity campaign 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.
- 2. 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.
- 3. At a specific time prior to the scheduled presentation, participant(s) will be given ten (10) minutes to complete the writing sample portion of the event. Check the State Leadership Conference Program for the time and location.
- 4. Each entry must submit a *portfolio* when reporting to the writing sample location.
- 5. Each entry will have five (5) minutes to set up for the event. Other persons may not assist.
- 6. The oral presentation **may be up to ten (10) minutes** in length.
- 7. If audio or audiovisual recordings are used, they are limited to a five (5) minute playing time during the presentation. *Presentation equipment*, without audio, may be used during the entire presentation.
- 8. Following the presentation, evaluators will have the opportunity to ask questions of the participant.
- 9. Evaluators will use the rating sheet to score and write comments for each entry.
- 10. A table will be provided. Participants must bring all other necessary supplies and/or equipment. Wall space electrical outlets/equipment, and wireless Internet connection will not be available.
- 11. Spectators may not observe any portion of this event.
- 12. Two (2) individuals/teams may be chosen from each event category to represent New Jersey at the National Leadership Conference.

<b>General Information</b>									
<b>Individual or Team Event</b>	<b>Prepare Ahead of Time</b>	<b>Participant Set Up/ Prep Time</b>	<b>Maximum Oral Presentation Time</b>	<b>Equipment Provided</b>	<b>Electrical Access</b>				
Individual or Team	Portfolio, Oral Presentation	5 minutes	10 minutes	Table	Not provided				
<b>Presentation Elements Allowed</b>									
<b>Audio</b>	<b>Costumes</b>	<b>Easel(s)</b>	<b>File Folder</b>	<b>Large Newsprint Chart(s)</b>	<b>Portfolio</b>	<b>Props/ Pointers</b>	<b>Skits</b>	<b>Presentation Equipment</b>	<b>Visuals</b>
■	■	■		■	■	■		■	■

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 a standard binder (no larger than 12” high, 11” wide, and 2” in depth). A decorative and/or informative cover may be included. All materials, including the *divider* pages and tabs must fit within the cover, be one-sided, and may not exceed 36 pages, as described below. The portfolio will be turned in at the writing sample location at the State Leadership Conference.

1- 8½” x 11” page	<i>Project Identification Page</i>	One 8½” x 11” page on <i>plain paper</i> , with no <i>graphics</i> or decorations; must include participants’ name(s), chapter name, school, city, state, event name, and project title.
1- 8½” x 11” page	Table of Contents	One 8½” x 11” page. List the parts of the <i>portfolio</i> in the order in which the parts appear.
1- 8½” x 11” page	FCCLA <i>Planning Process</i> Summary Page	One 8½” 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. Each step is fully explained.
1 	Evidence of Online Project Summary Submission	Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal, and include proof of submission in the <i>portfolio</i> .
0-7	<i>Divider</i> Pages or Sections	Use up to seven (7) <i>divider/section</i> pages. <i>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> .
Up to 25 8½” x 11” pages	Evidence of Research	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.
	Promotion Plan Description	A planned, cohesive promotion and publicity <i>campaign</i> with published goals and objectives for marketing and public relations efforts. Specify <i>current</i> 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 <i>community</i> members, handouts for FCCLA chapter events, and public relations aimed at other <i>professional</i> organizations. Ideally, 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> .
	Evidence of <i>Campaign</i>	Publicity about chapter events and individual chapter achievers that appears in appropriate promotional material, i.e. news articles.
	Evidence of <i>Technology</i> Used	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. Examples of <i>technology</i> include, but are not limited to: computer applications, audio or video production, multimedia, CDs, slides, and photography. Hard copies/pictures must be included in <i>portfolio</i> .
	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 <i>community</i> , or development of partnerships with <i>community</i> resources.
	Creativity of Plan	The plan should be uniquely designed to meet the target audience.

Up to 25 8½" x 11" pages (Con't)	Relationship to Family and Consumer Sciences	Describe relationship of project <i>content</i> to Family and Consumer Sciences and/or related occupations.
	Works Cited / Bibliography	Use MLA or APA citation style to cite all references. <i>Resources</i> should be <i>reliable</i> and <i>current</i> .
	Appearance	<i>Portfolio</i> must be neat, legible, <i>professional</i> , and use correct grammar and spelling.

**Oral Presentation**

The oral presentation **may be up to ten (10) minutes** in length 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 a five (5) minute playing time during the presentation. *Presentation equipment*, with no audio, may be used throughout the oral presentation. Participant(s) 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. Discuss all aspects of the Planning Process.
Knowledge of Subject Matter	Show evidence of <i>current</i> data and knowledge of trends in <i>technology</i> and its application to Family and Consumer Sciences-related concerns.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative, and appealing <i>visuals</i> to enhance the presentation.
Voice	Speak clearly with appropriate pitch, tempo and volume.
Body Language / Clothing Choice	Use appropriate, professional attire and 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. Questions are asked after the presentation.

**Writing Sample**

The participant(s) will be given ten (10) 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 media releases, ad copy, letters to the editor, public service announcements (PSA), media advisory, scripting for a radio advertisement, an in-school or *community* flyer, and preparing a photograph for publication.

Knowledge of Public Relations	Demonstrate advanced skills and knowledge. Evidence that participants are comfortable and experienced with the issue and the form of public relations used for the sample (See list above for examples).
Creativity	Demonstrate high level of creativity and innovation, extensive vocabulary, and knowledge of appropriate word and design choice for the specific required sample.
Professionalism	Writing sample is professional, neat, and organized without any grammatical errors; sample is ready to submit to appropriate media.

**Resources**

- FCCLA Branding and Promotion Guide

**Promote and Publicize FCCLA! Rating Sheet**

Name(s) of Participant(s) \_\_\_\_\_ School \_\_\_\_\_

Category: \_\_\_\_\_ Junior \_\_\_\_\_ Senior \_\_\_\_\_ Occupational

**INSTRUCTIONS:**

1. Before student presentation, evaluators must check the participants' portfolio using the criteria and standards in the guidelines. If there is a discrepancy over or under the required number of items, please complete the Point Deduction sheet as necessary.
2. Write the appropriate rating in the "Score" column. Points given may range between 0 and the maximum number indicated. Total the points and enter under "TOTAL SCORE". Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary.

Evaluation Criteria	Very					Score	Comments
	Poor	Fair	Good	Good	Excellent		
<b>PORTFOLIO</b>							
FCCLA Planning Process Summary	0-1	2	3	4	5		
Evidence of Research	0-1	2	3	4	5		
Promotion Plan Description	0-3	4-6	7-9	10-12	13-15		
Evidence of Campaign	0-2	3-4	5-6	7-8	9-10		
Evidence of Technology Used	0	1		2	3		
Evidence of Public Awareness & Promotion	0-1	2	3	4	5		
Creativity of Plan	0	1		2	3		
Relationship to FCS	0-1	2	3	4	5		
Work Cited / Bibliography	0	1		2	3		
Appearance	0-1	2	3	4	5		
<b>ORAL PRESENTATION</b>							
Organization	0-2	3-4	5-6	7-8	9-10		
Knowledge of Subject Matter	0-1	2	3	4	5		
Use of Portfolio and Visuals during Presentation	0-1	2	3	4	5		
Voice, Body Language, Grammar and Pronunciation	0-1	2	3	4	5		
Responses of Evaluators' Questions	0-1	2	3	4	5		
<b>WRITING SAMPLE</b>							
Knowledge of Public Relations	0-1	2	3	4	5		
Creativity	0	1	2	3	4		
Professionalism	0		1		2		

**Total Score** \_\_\_\_\_

**Verification of Total Score** (please initial)

Evaluator \_\_\_\_\_  
 Room Consultant \_\_\_\_\_  
 Lead Consultant \_\_\_\_\_

**Circle Rating Achieved:**

Gold: 90-100

Silver: 79-89

Bronze: 70-78