

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. Participant(s) must prepare a *portfolio*, an *oral presentation*, and develop a *writing sample*.

**NEW JERSEY CORE CURRICULUM STANDARDS**

- 1.2.12.B(4).3 Organize personal works of visual art that convey a high level of understanding of how expression of ideas related to media, techniques and artistic process.
- 3.1 Understand and apply the knowledge of sounds, letters, and words in written English to become independent and fluent readers, and will read a variety of materials and texts with fluency and comprehension.
- 3.3 Speak in clear and concise organized language that varies in content and form for different audiences and purposes.
- 3.4 Listen actively to information from a variety of sources in a variety of situations.
- 3.5 Access, view, evaluate, and respond to print, nonprint, and electronic texts and resources.
- 8.1.12.A.2 Produce and edit a multi-page document for a commercial or professional audience using desktop publishing and/or graphics software.
- 8.1.12.A.3 Participate in online courses, learning communities, social networks, or virtual worlds and recognize them as resources for lifelong learning.
- 9.1.12.A.1 Apply critical thinking and problem solving strategies during structured learning experiences.
- 9.3.12.C.2 Characterize education and skills needed to achieve career goals, and take steps to prepare for postsecondary options, including course selections, assessments, and extra-curricular activities.
- 9.3.12.C.3 Develop personal interests and activities that will support declared career goals and plans.
- 9.1.12.F2 Demonstrate a positive work ethic in various settings, including the classroom and during structures learning experiences.
- 9.3.12.C.5 Identify transferable skills in career choices and design alternative career plans based upon those skills.
- 9.3.12.C.6 Develop job readiness skills by participating in structures learning experiences and employment seeking opportunities.
- 9.3.12.C.7 Pursue a variety of activities related to career preparation (e.g., volunteer, seek employment, apply for training grants, higher education grants and loans.)
- 9.3.12.C.11 Evaluate the responsibility of employers and employees for maintaining workplace safety and health rights related to a particular occupation/ career.
- 9.4.12.N.13 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
- 9.4.12.N.33 Employ collaborative/groupware applications to facilitate group work.
- 9.4.12.N.42 Demonstrate knowledge of the tools, techniques and systems that marketers use to plan, staff, lead and organize their human resources.

**EVENT CATEGORIES****Junior:** through grade 9**Senior:** grades 10-12**Occupational:** grades 10-12**ELIGIBILITY**

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

1. At a specific time prior to the scheduled presentation, participant(s) will be given 10 minutes to complete the writing sample portion of the event. Check the State Leadership Conference Program for the time and location.
2. Each entry must submit a *portfolio* when reporting to the writing sample location.
3. Participant(s) will have 5 minutes (NLC allows 10 minutes) to set up for the event. Other persons may not assist.
4. The oral presentation **may be up to** 10 minutes in length.
5. 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.
6. Following the presentation, evaluators may interview participant(s).
7. Evaluators will use the rating sheet to score and write comments for participants.
8. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
9. Extension cords and power strips are not provided.
10. Spectators may not observe any portion of this event.
11. One individual or team may be chosen from each event category to represent New Jersey at the National Leadership Conference.

**Presentation Elements:**

Allowed: *Audio, Costumes/Uniforms, Easel(s), Large Newsprint Charts, Portfolios, Props/Pointers, Visual Equipment, Visuals*

Not Allowed: *File Folders, Laser Pointers, Manuals, 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 a standard binder (no larger than 12” high, 11” wide, and 1½” in depth). A decorative and/or informative cover may be included. All materials, including the divider pages and tabs, must fit within the dimensions above. 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 8½” x 11”. The portfolio will be turned in at the writing sample location.

Project Identification Page	One 8½” x 11” page on plain paper, with no graphics or decorations; must include participants’ name(s), chapter name, school, city, state, FCCLA national region (North Atlantic Region), and project title.
FCCLA Planning Process 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.
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.
Creativity of Plan and Implementation of Technology	The Plan should be uniquely designed to meet the target audience. 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 / Bibliography	Use MLA or APA citation style to cite all references. <i>Resources</i> should be reliable and current.
Appearance	Portfolio must be neat, legible, professional, and use correct grammar and spelling.

**Oral Presentation**

The oral presentation **may be up to** 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 5 minutes playing time during the presentation in addition to the speaking time. Visual 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 current data and knowledge of trends in technology and its application to Family and Consumer Sciences-related concerns.
Use of Portfolio and Visuals	Use portfolio to describe all phases of the project. Use original, creative, and appealing visuals 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 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 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.

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.

**Promote and Publicize FCCLA! Rating Sheet**

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

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

**INSTRUCTIONS:** Write the appropriate rating in the “Score” columns. Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary. Total points.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments	
<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			
Creativity of Plan and Implementation of Technology	0	1		2	3			
Evidence of Public Awareness Promotion	0-1	2	3	4	5			
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	5			
Professionalism	0		1		2			

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

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

Evaluator \_\_\_\_\_

Room Consultant \_\_\_\_\_

Lead Consultant \_\_\_\_\_

**Circle Rating Achieved:**

Gold: 90-100

Silver: 75-89

Bronze: 60-74