

Entrepreneurship, an *individual* or *team event*, recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a portfolio containing a **written business plan**, which they are not required to have implemented, and an **oral presentation**.

NEW JERSEY CORE CURRICULUM STANDARDS

- 1.2.12B(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.F.2 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.5 Understand economic principles and concepts fundamental to business operations.
- 9.4.12.N.65 Maintain a career portfolio to document knowledge, skills, and experience in a career field.

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.
2. Participation is open to any affiliated FCCLA chapter.
3. An event category is determined by a member's grade in school and affiliation status.
4. The entrepreneurship project must be developed and completed within a one-year span beginning July 1 and ending June 30 of this school year before the National Leadership Conference.
5. The Entrepreneurship 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. Each participant(s) portfolio must be submitted at the Competitive Events registration table at the State Leadership Conference.
2. Participant(s) will have 5 minutes (NLC allows 20 minutes) to set up for the event. Other persons **may not** assist.
3. The oral presentation **may be up** to 15 minutes (NLC allows 20 minutes) in length.
4. Evaluators will use the rating sheet to score and write comments for participants.
5. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during presentation.
6. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available. Participant(s) may bring an easel(s).
7. Extension cords and power strips are not provided.
8. Distribution of product samples or other materials is not allowed in this event.
9. Spectators may not observe any portion of this event.
10. One individual or one team may be chosen from each event category to represent New Jersey at the National Leadership Conference.

ENTREPRENEURSHIP SPECIFICATIONS

Portfolio

The portfolio will present items researched and developed in a written business plan for establishing a small business. 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 notebook or binder must contain no more than 63 pages: 1 project identification page, 1 table of contents page, 1 Planning Process summary page, 0-10 divider pages and up to 50 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 Competitive Events registration.

Project Identification Page	One 8½” x 11” page on plain paper, with no graphics or decorations; must include participant’s name(s), chapter name, school, city, state, FCCLA national region (North Atlantic Region), and business 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.
Business Description	Include name of new small business and philosophy statement. Describe services provided, hours of operation, demographics served and business feasibility (including community survey data or market research).
Facility	Describe space, utilities, and emergency procedures and maintenance plan.
Supplies and Equipment	Include list of suppliers, inventory of equipment, and description of provisions for maintenance and repair.
Organizational Chart	Describe job titles and tasks.
Personnel Management	Describe hiring procedures, salaries and benefits, policies and procedures, and evaluations/appraisals. Include all applicable forms and records.
Funding for Business	Describe methods and sources of funding and include fee structures.
Budget	Describe income, expenditures, financial procedures and applicable tax information. Include all applicable forms.
Laws, Regulations and Codes	Describe health; environment; fire; insurance; zoning; and other local, county and state codes. (Actual codebooks need not be included.)
Advertising and Recruitment	Describe advertising plan (including special events) and include sample advertisements.
Works Cited/Bibliography	Use an organized, consistent format to cite all references in alphabetical order. Resources should be reliable and current. MLA format required.
Appearance	Business plan must be neat, legible, professional and use correct grammar and spelling.

Oral Presentation

The oral presentation **may be up to** 15 minutes (NLC allows 20 minutes) in length and is delivered to evaluators. The presentation should be professional in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to 1 minute playing time. Visuals should be used during the presentation. The portfolio may be used as a visual.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.
Knowledge of Subject Matter	Show evidence of mastery of entrepreneurial skills including facility management, budget and credit management, personnel management and understanding of government regulations.
Use of Portfolio and Visuals	Use visuals to support, illustrate or complement presentation. They should be neat, legible, professional, and creative and use correct grammar and spelling.
Voice	Speak clearly with appropriate pitch, tempo and volume.
Body Language/Clothing Choice	Use appropriate attire and body language including gestures, posture, mannerisms, eye contact and appropriate handling of visuals and notes or notecards if used.
Grammar and Pronunciation	Use proper grammar and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding the business plan. Questions are asked after the presentation.

Entrepreneurship 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	Very					Score	Comments
	Poor	Fair	Good	Good	Excellent		
PORTFOLIO							
FCCLA Planning Process Summary	0-1	2	3	4	5		
Business Description	0-1	2	3	4	5		
Facility	0-1	2	3	4	5		
Supplies and Equipment	0-1	2	3	4	5		
Organizational Chart	0-1	2	3	4	5		
Personnel Management	0-1	2	3	4	5		
Funding for Business	0-1	2	3	4	5		
Budget	0-1	2	3	4	5		
Laws, Regulations and Codes	0-1	2	3	4	5		
Advertising and Recruitment	0-1	2	3	4	5		
Works Cited/Bibliography	0-1	2	3	4	5		
Appearance	0-1	2	3	4	5		
ORAL PRESENTATION							
Organization/Delivery	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	0-1	2	3	4	5		
Voice	0-1	2	3	4	5		
Body Language	0-1	2	3	4	5		
Grammar and Pronunciation	0-1	2	3	4	5		
Responses of Evaluators' Questions	0-1	2	3	4	5		

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