PROMOTE & PUBLICIZE
FCCLA! EVENT
PROMOTE & PUBLICIZE FCCLA!

Promote & 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.

Event Categories
1. Junior: up to grade 9
2. Senior: Grades 10-12
3. Occupationally Specific: Grades 10-12

Eligibility
1. Chapters may submit a team of 1 to 3 participants in this event.

2. Participation is open to any state/nationally affiliated FCCLA chapter member(s). Chapter should select the category that corresponds with the type course in which the participants are or have been enrolled and the category indicated on the Affiliation Form. Event categories may be changed two weeks prior to the regional meeting for a $20 fee to pay for the cost of awards. This can be done by faxing in the Change/Delete form located in the Forms/Resources section of the guidebook. Payment must be received in the state office prior to the region meeting.

3. A project entered in this event may not be entered in any other category of any STAR Event. It may be a part of the Chapter Showcase Event. The project may be disqualified if this occurs.

4. The chapter's entry must be a dues-paying member from a state and nationally affiliated chapter, which is submitted with a postmark on or before November 1. Additional members wanting to participate in STAR and Proficiency Events may be affiliated online until two weeks prior to the region meeting. If affiliation paperwork and payment is not mailed by the 2nd Monday in January it must be brought to the STAR/Proficiency Event Headquarters room at the region meeting prior to STAR/Proficiency Event Registration to receive an FCCLA Confirmation Receipt.

5. The chapter advisor must submit the electronic entry form on the Texas FCCLA website. STAR/Proficiency Event Payment Invoice and payment must be mailed to Family, Career and Community Leaders of America postmarked on or before December 1.

6. A designated chapter member or a team (up to three [3] members) must attend the regional or state leadership meeting in order to officially enter the regional or state competition. Each participant must be registered for the regional or state conference. Note: Participants will need to pay for the conference registration fees and the STAR Event entry fees.

7. The chapters’ project shall be developed and completed during a one-year span starting July 1 and ending June 30 of the current school year preceding the regional, state or national leadership meeting.

8. The promotion and publicity campaign and all supporting materials must be planned, conducted and prepared by the participant(s) only.
PROCEDURES AND TIME REQUIREMENTS

1. Each entry will submit two portfolios (one must be the official FCCLA binder/notebook obtained from the National FCCLA store, www.fcclainc.org) to the Event Chairperson at the STAR Event Registration.

2. Participants 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. While judges are looking at the portfolio, participants will be given 15 minutes in a designated planning room to complete the written sample portion of the event.

4. The oral presentation may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. There is no minimum length of time for this event.

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, judges will have 5 minutes to interview participant(s).

7. Judges 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.

8. 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. Participant(s) may bring an easel(s).

3. Extension cords and power strips are not provided.

4. Manuals, scrapbooks and photo albums are not allowed in this event.

5. Internet connections will not be provided.

6. Disqualification will occur if:
   - At least one team member does not check in at the STAR Event Registration (participants must register for meeting and for STAR Events),
   - Participant(s) does not show up at designated time for competition or
   - Chapter entry is not presented.

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 FCCLA National FCCLA store, www.fcclainc.org. 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 ½ “ X 11”. Stacking/overlapping is not allowed in the portfolio. The portfolio will be turned in to the event chairperson at the STAR/Proficiency Event registration.

<table>
<thead>
<tr>
<th>Section Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Identification Page</td>
<td>One 8 ½ “ X 11” page on plain paper using black ink with no graphics and decorations; must contain participants’ names, chapter name, school, city, state, region and title of team project.</td>
</tr>
<tr>
<td>FCCLA Planning Process Summary Page</td>
<td>One 8 ½” X 11” summary page of how each step of the Planning Process was used to plan and implement the project. It should not exceed one page. Use of the Planning Process may also be described in the oral presentation.</td>
</tr>
<tr>
<td>Evidence of Research</td>
<td>Document background research and current data supporting project concern.</td>
</tr>
<tr>
<td>Promotion Plan Description</td>
<td>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, web site, 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.</td>
</tr>
<tr>
<td>Evidence of Campaign</td>
<td>Publicity about chapter events and individual chapter achievers that appears in appropriate promotional material, i.e. news articles.</td>
</tr>
<tr>
<td>Evidence of Technology Used</td>
<td>Use of 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.</td>
</tr>
<tr>
<td>Evidence of Public Awareness and Promotion</td>
<td>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.</td>
</tr>
<tr>
<td>Connection to Family and Consumer Sciences</td>
<td>Describe relationship of project content to Family and Consumer Sciences and/or related occupations.</td>
</tr>
<tr>
<td>Works Cited/ Bibliography</td>
<td>Use an organized, consistent format (APA, Chicago or MLA) to cite all references in alphabetical order. Resources should be reliable and current.</td>
</tr>
<tr>
<td>Appearance</td>
<td>Portfolio must be neat, legible and professional and use correct grammar and spelling.</td>
</tr>
</tbody>
</table>
Oral Presentation
The oral presentation may be up to 10 minutes in length and is delivered to judges. 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.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of Subject Matter</td>
<td>Show evidence of current data and knowledge of trends in technology and its application to Family and Consumer Sciences-related concerns.</td>
</tr>
<tr>
<td>Use of Visuals</td>
<td>Use visuals to support, illustrate, or complement presentation. They should be neat, legible, professional, creative and use correct grammar and spelling.</td>
</tr>
<tr>
<td>How Technology was Used</td>
<td>Describe the use of technology to develop the project. Examples of technology include, but are not limited to: computer applications, audio or video production, multimedia, CDs, slides and photography.</td>
</tr>
<tr>
<td>Voice</td>
<td>Speak clearly with appropriate pitch, tempo and volume.</td>
</tr>
<tr>
<td>Body Language</td>
<td>Use appropriate body language including gestures, posture, mannerisms, eye contact and appropriate handling of notes or note cards if used.</td>
</tr>
<tr>
<td>Grammar and Pronunciation</td>
<td>Use proper grammar and pronunciation.</td>
</tr>
<tr>
<td>Responses to Judges Questions</td>
<td>Provide clear and concise answers to judges’ questions regarding project. Questions are asked after the presentation.</td>
</tr>
</tbody>
</table>

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 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.
PROMOTE AND PUBLICIZE FCCLA!

CHECK LIST FOR ADVISORS

1. Submit initial chapter affiliation form by the November 1st due date. Affiliate all STAR/Proficiency Event participants 2 weeks prior to the region meeting. If affiliation paperwork and payment is not mailed to the FCCLA Lockbox by the 2nd Monday in January it must be brought to the region meeting and turned in prior to the STAR/Proficiency Event Registration.

2. Submit entry(s) electronically on the Texas FCCLA website. Mail entry packet by the December 1st due date consisting of the following:
   - STAR/Proficiency Event Payment Invoice (print invoice after entry(s) has been submitted online)
   - entry fees and
   - Judges Recommendation Form (not required but requested).

3. If there are any changes from the original entry it must be submitted by the following deadlines:
   - Regional Meetings - Facsimile notification must be made to the FCCLA office before noon on the Tuesday prior to the competition.
   - State Meeting - Facsimile notification must be made to the FCCLA office before noon on the FRIDAY prior to the competition.

When making changes please fax Change/Deletion Form to 512-442-7100. The Change/Substitution Form is located in the Resources and Forms Section of this guidebook.

4. Purchase the official FCCLA portfolio obtained from the National FCCLA store, www.fcclainc.org. (Allow time for delivery)

5. Prepare a #10 standard business, self-addressed, stamped envelope to be turned in at the STAR Event Registration (if desired). The participant(s) and advisor's name must appear on the outside of the envelope. Only one envelope per team can be submitted. Any score sheets, which do not have an envelope, will be disposed of at the conference and will not be returned after the conference.

6. Prepare oral presentation not to exceed ten (10) minutes.

7. Take all needed supplies, materials and the chapter's electronic FCCLA Confirmation Receipt with participants names highlighted to the STAR Event Registration at the meeting.

8. Check adjusted time schedule after STAR/Proficiency Event Registration has ended to verify scheduled participation time.

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