

ADVOCACY Rubric

Portfolio	Points							
(Hardcopy) Portfolio OR Electronic Portfolio 0-5	0 No portfolio present	1 2 At least one portfolio is not contained in the official FCCLA binder OR Electronic Portfolio not in viewable format to the judges	3 4 Portfolio presented with incorrect labeling /insufficient materials for judges (less than 2 copies of contents) and contains more than 45 pages. OR Electronic Portfolio presented with incorrect labeling/undesirable graphics, etc.			5 Portfolio is presented with correct labeling and sufficient judge's material OR Electronic Portfolio in viewable format to the judges AND contains no more than 45 pages including: - 1 project ID page - 1 table of contents - 1 planning process - up to 7 divider pages - up to 35 content pages		
Project Identification Page and/or Table of Contents 0-5	0 Both Project Identification Page and Table of Contents are missing	1 Project Identification Page OR Table of Contents is missing		2 3 Project Identification Page and Table of Contents are present but includes incorrect information or exceeds one page		4 5 Project Identification Page and Table of Contents is present and completed correctly		
FCCLA Planning Process Summary Page 0-5	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized		3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained	
Issue Type 0-2	0 Not provided		1 Issue type identified		2 Issue type and level of focus identified			
Issue Research 0-5	0 Not included	1 Issue is mentioned	2 Issue is identified with limited research provided for one side of the issue	3 Issue is identified, researched, but it does not validate the concerns	4 Issue is identified and evidence of the needs is used to form the action plans	5 Project concern is identified and researched with validity to the need for action, including various stakeholders identified and their position on the issue		
Project Goals 0-3	0 Not provided	1 Project goals are identified though missing points of support	2 Project goals are identified, with partial points of support included			3 Project goals and points of support for each goal are well documented		
Elevator Speech/Leave Behind 0-3	0 Not included	1 Talking points are evident, not well developed	2 Talking points are evident and well developed, leave behind item is evident			3 Talking points and elevator speech are effective and on target for advocacy project, leave behind item is well designed		
Target Audience 0-4	0 Not included	1 Audience is mentioned but not thoroughly defined	2 Audience is defined but limited on past opinions and actions	3 Audience is defined, with research on past opinions and actions		4 Audience(s) are well defined, research on past opinions and actions, and provides method for researching target		

						audience(s)	
Evidence of Partnership 0-2	0 No partnerships provided	1 Partnerships identified though lacks evidence of reaching out to or interviews with partners		2 Partnerships identified, researched and interviewed with evidence of reaching out			
Methods of Action 0-5	0 Not included	1 Steps inadequate	2 Presented but not organized	3 Steps are well organized	4 Steps are presented, organized, summarized project fully explained	5 Plan is well developed and each step is fully explained	
Evidence of Prior Presentation 0-1	0 No prior presentation done			1 Evidence of prior presentation with outcomes listed			
Media Involvement 0-3	0 No media provided	1 Incomplete list of media resources, not current	2 Complete list of media resources, though fails to document efforts or successes	3 Extensive list of appropriate media sources from several various mediums and includes efforts and successes			
Results of Advocacy/Action Plan Assessment 0-5	0 No follow-up was done	1 Outcomes are inadequately stated, and no evaluation was used	2 Outcomes are inadequately stated, though an evaluation method was used and results are explained.	3 Outcomes are measurable, complete and thoroughly done. A single method was used and results are explained.	4 Outcomes are measurable, complete and thoroughly done. Multiple methods were used and results are explained.	5 Outcomes are measurable, complete and thoroughly done. Multiple methods were used and results are explained well. Plans to improve future efforts are included.	
Work Cited/Bibliography 0-3	0 No resources listed	1 Incomplete list of resources/resources listed are not current or appropriate for project	2 Complete list of resources but inconsistent format	3 Complete alphabetical list of appropriate resources, in a consistent format			

Oral Presentation

Points

Organization/Delivery 0-10	0 Presentation is not done or speaks briefly and does not cover components of the project	1 2 Presentation covers some topic elements	3 4 Presentation covers all topic elements but with minimal information	5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation gives complete information but does not explain the project well (covers information completely and explains project fully)	9 10 Presentation covers all relevant information completely (and explains project) with a seamless and logical delivery	
Knowledge of Subject Matter 0-5	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of subject matter is evident but not shared in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	

Relationship to Family and Consumer Sciences Coursework and/or Related Careers 0-5	0 Not included	1 Vaguely referred to	2 Explained, but done so poorly	3 Explained fully	4 Explained fully with evidence of some understanding of content area	5 Explained fully with evidence of mastery of the content area	
Use of Portfolio and Visuals During	0 Portfolio and visuals	1 Portfolio and	2 Portfolio and	3 Portfolio and	4 Portfolio and	5 Presentation moves	

Presentation 0-5	are not used during presentation	visuals used to limit amount of speaking time	visuals used minimally during presentation	visuals incorporated throughout presentation	visuals used effectively throughout presentation	seamlessly between oral presentation, portfolio and visuals	
Voice—Pitch, Tempo, Volume 0-3	0 No voice qualities are used effectively		1 Voice quality is adequate	2 Voice is good but could improve		3 Voice quality is outstanding and pleasing to listen to	
Body Language/Clothing Choice 0-3	0 Body language shows nervousness and unease/inappropriate clothing		1 Body language shows minimal amount of nervousness; clothing is appropriate	2 Body language is good and clothing is professional		3 Body language and professional clothing choice both enhance the presentation	
Grammar/Word Usage/Pronunciation 0-3	0 Extensive (more than 5) grammatical and pronunciation error		1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors		3 Presentation has no grammatical or pronunciation errors	
Responses to Judges' Questions 0-5	0 Did not answer judges' questions	1 Unable to answer some questions	2 Responded to all questions but without ease or accuracy to questions	3 Responded adequately to all questions	4 Gave appropriate responses to judges' questions	5 Responses to questions were appropriate and given without hesitation	
Case Study							Points
Presentation 0-2	0 No case study presentation is made	1 Case study response is limited in scope		2 Case study responses indicate an understanding of the concepts and issues			
Knowledge of Advocacy Issues 0-4	0 Not evident in explanations	1 1 of these elements are evident: -Stakeholders identified -List of pros and cons -Identify target audience -Research methods are identified -Steps listed	2 2 of these elements are evident: -Stakeholders identified -List of pros and cons -Identify target audience -Research methods are identified -Steps listed	3 3 of these elements are evident: -Stakeholders identified -List of pros and cons -Identify target audience -Research methods are identified -Steps listed	4 All of these elements are evident: -Stakeholders identified -List of pros and cons -Identify target audience -Research methods are identified -Steps listed		
Responses to Judge's Questions 0-4	0 Not evident	1 Participants share a limited response to solution	2 Participants share a feasible and suitable solution	3 Participants share many feasible and suitable solutions	4 Participants share extensive suitable solutions and insights		

Reason for point deduction _____

SUBTOTAL	
Point deductions from one judge's rubrics	
GRAND TOTAL	

Comments

Verification of total scores (please initial

_____ Judge _____ Event Chair _____ Tally Room