

ENTREPRENEURSHIP Rubric

Portfolio							Points
(Hardcopy) Portfolio OR Electronic Portfolio 0-5	0 No portfolio presented		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 63 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 63 pages including: - 1 project ID page - 1 table of contents - 1 planning process - up to 10 divider pages - up to 50 content pages
	Project Identification Page and/or Table of Contents 0-5 points	0 Both Project Identification and Table of Contents Page is missing	1 Project Identification Page OR Table of Contents is missing	2 3 Project Identification Page and/or Table of Contents is present but includes incorrect information or exceeds one page		4 5 Project Identification Page and/or Table of Contents is present and completed correctly	
FCCLA Planning Process Summary Page 0-5 points	0 Planning Process Summary not provided	1 Inadequate steps in the Planning Process are presented	2 Most steps in the Planning Process are addressed	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	
Business Description 0-5 points	0 Portfolio is missing Business Description	1 Business Description is not complete	2 Business Description is limited in scope	3 Business Description is complete; executive summary lacks clarity	4 Business Description adequately addresses all components of business	5 Business Description accurately addresses type of business; executive summary is concise and well written	
Facility 0-5 points	0 Not evident	1 Portfolio does not describe facility	2 Facility is inadequately described	3 Facility is described; utility and maintenance needs to be described	4 Portfolio contains description rendering of any space needed for business; utility needs and emergency procedures are included	5 Portfolio contains a description and a professional rendering of any space needed for business; utility needs are included on drawing; other site needs are shown; A comprehensive emergency plan is include; plan for maintenance is included	

Supplies and Equipment 0-5 points	0 No evidence provided	1 Inadequate list of supplies and equipment	2 Most supplies and equipment are listed	3 All supplies and equipment are listed	4 Supply and equipment list is comprehensive and contains future needs	5 Supply and equipment list contains all supplies and needs for every function of business; maintenance and repair lists are part of maintenance plan	
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Organizational Chart 0-5 points	0 Chart is not included	1 No tasks are described	2 Organizational chart missing components	3 Organizational chart shows all needed workforce	4 Organization chart is developed for current business needs; job descriptions meet the current needs of the business	5 Organizational chart lists all Key Employees and Officers of the Business, Human Resources Plan addresses current and projected business needs, including job descriptions	
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Personnel Management 0-5 points	0 Not evident	1 Hiring procedures, compensation information (salaries and benefits), policies and procedures or evaluations are limited	2 Some hiring procedures, compensation, policies and procedures and evaluation sheets are included	3 All hiring procedures, compensation plans, policies and procedures and evaluation sheets are included	4 Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business	5 Hiring procedures are clearly defined; compensation allows for future company expansion, policies and procedures meets the needs of the business avoids legal challenges; evaluation instruments have been well-designed and meet legal requirements.	
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Funding for Business 0-5 points	0 Funding proposal is not included	1 Funding proposal is minimal	2 Proposal shows limited knowledge of types and sources of funding; fees are not included	3 Budget lists all income, expenditures, accounting procedures and tax information; some forms are included	4 Proposal shows knowledge of business funding and sources of capital. Fees are competitive for industry	5 Project shows careful analysis of funding needs for current operations and future expansion; fees reflect changes in business environment	
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Budget 0-5 points	0 Budgetary listing of financials is missing	1 Tax codes are not cited	2 Budget meets some requirements. Tax information is missing.	3 Budget lists all elements including income, expenditures, accounting procedures and tax information; some forms are included	4 Budget contains all operation of the business, including income and expense statement, accounting procedures and tax information	5 Budget is prepared according to generally recognized accounting procedures; a monthly income and expense statement is included; tax forms are included; the budget is prepared using financial software	
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Laws, Regulations, and Codes	0 Evidence is missing	1 Portfolio does not include	2 Portfolio contains some	3 Portfolio contains all	4 Portfolio contains all	5 Portfolio contains all	
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0-5 points		health, environmental, fire, insurance and zoning regulations and codes are not included	copies of required laws, regulations and codes	copies of required codes	applicable sections of the law, regulations and codes; appropriate governmental contacts are given	applicable sections of laws, regulations and codes, citing and cross-referencing the relevant section in the appropriate plans	
Advertising and Recruitment 0-5 points	0 Not evident	1 Presentation has limited marketing/advertising plan	2 Marketing/advertising plan does not adequately cover promotional techniques; advertisements do not promote business	3 Marketing/advertising plan covers all types of advertising; advertisements promote business	4 Marketing/advertising plan covers all types of advertising; different themes are demonstrated	5 Market plan covers all types of advertising, including electronic. Sample ads carry out a promotional theme; all elements of promotions are included	
Works Cited/Bibliography 0-3 points	0 No resources		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	
Appearance 0-3 points	0 Portfolio is illegible and unorganized		1 Portfolio is neat but may contain grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible and professional with correct grammar and spelling		3 Neat, legible and professional, correct grammar and spelling used; effective organizations of information	

Oral Presentation

Points

Oral Presentation 0-10 points	0 Presentation is not done or speaks briefly and does no 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 no explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0-5 points	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	
Use of Portfolio During Presentation 0-5 points	0 Portfolio not used during presentation	1 Portfolio used to limit the amount of speaking time	2 Portfolio used minimally during presentation	3 Portfolio incorporated throughout the presentation	4 Portfolio used effectively	5 Presentation moves seamlessly between oral presentation, visuals and portfolio	
Voice—Pitch, Tempo, Volume 0-3 points	0 No voice qualities are used effectively		1 Voice quality is adequate	2 Voice is good but could be improved		3 Voice quality is outstanding and pleasing to listen to	
Body Language/Clothing Choice 0-3 points	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 clothing choice both enhance the presentation	
Grammar/Word Usage/Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors		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 points	0 Did not answer judges' questions	1 Unable to answer some questions	2 Responded to all questions, but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to questions	5 Responses to questions were appropriate and given without hesitation	
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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