

PROMOTE AND PUBLICIZE!

Rubric

Portfolio							Points
Project Identification Page and/or Table of Contents 0-5 points	0 Project Identification Page and Table of Contents is missing	1 Project Identification Page OR Table of Contents is missing	2 3 Project Identification Page and Table of Contents is 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- points	0 Portfolio is missing Planning Process page	1 Few steps in the Planning Process are presented	2 Most steps in the Planning Process are addressed	3 Planning Process is present and addresses steps	4 Planning Process is utilized to plan the project. Most steps are explained	5 The Planning Process is used to plan the project. Each step is fully explained on 1 -2 pages	
Evidence of Research 0-4 points	0 Not explained		1 Some research done but incomplete information	2 Research is current but from unreliable sources	3 Research is current, appropriate for topic; from reliable source	4 Research is current, documented correctly, and appropriate for topic	
Promotion Plan Description 0-8 points	0 Not evident	1 The promotion plan has ideas for a few projects and events	2 3 The promotion plan includes ideas for several projects and events	4 5 Promotion plans includes goals, objectives, and ideas for various projects and events throughout the year	6 7 Promotion plan has goals, objectives, and ideas for various projects and events throughout the year. The plan includes details descriptions and is professional in grammar and organization	8 Promotion plan is very detailed, creative, rigorous, encompasses several media, and challenges participants to learn and make contacts in and out of their classrooms and schools	
Evidence of Campaign 0-10 points	0 No evidence provided	1 2 Portfolio contains a very limited sample of the materials produced for the publicity campaign	3 4 Portfolio contains some of the materials produced for the campaign	5 6 Portfolio contains most of the materials produced for the campaign	7 8 Portfolio contains samples of all materials produced for the publicity campaign	9 10 There is an appropriate number of campaign materials and all are creative, innovative, professional, and of high quality	
Evidence of Technology Used 0-3 points	0 No technology used in project		1 Technology used to develop project but not explained		2 Technology and techniques used to develop project are explained		3 Technology used to develop project and materials were developed to document project
Evidence of Public Awareness Promotion 0-5 points	0 Evidence is missing	1 The portfolio shows limited information regarding public awareness and promotion	2 The portfolio adequately address the area of public awareness and promotion	3 The portfolio extensively shows areas of public awareness and promotion	4 The portfolio shows areas of public awareness and promotion potential and the increase that occurred throughout the campaign	5 The portfolio shows areas of public awareness and promotion potential and the increase that occurred throughout the campaign, and opportunities or ideas for improvement	
Relationship to Family and Consumer Sciences and/or Related Occupations 0-5 points	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	
Works Cited Bibliography 0-3 points	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 consistent format

Appearance 0-3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat but contains grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible and professional with correct grammar and spelling	3 Neat and professional, correct grammar and spelling used; effective organization			
Writing Sample						Points	
Knowledge of Public Relations 0-4 points	0 Writing Sample not done	1 Demonstrates an attempt at sample but not real knowledge	2 Demonstrates some knowledge of required sample, but not superbly executed	3 Demonstrates high level of skills and knowledge of required sample	4 Demonstrates advanced skills and knowledge. Evidence that participant(s) are comfortable with the required sample and have used it in the past		
Creativity 0-4 points	0 Writing sample not done	1 Participant(s) shows limited creativity	2 Demonstrated some creativity	3 Demonstrates a high level of creativity and innovation	4 Demonstrates high level of creativity and innovation, extensive vocabulary, and knowledge of appropriate word and design choice for specific required sample		
Professionalism 0-2 points	0 Writing sample not done		1 Writing sample is unorganized and has grammatical errors		2 Writing sample is professional, neat, and organized without any grammatical errors; sample is ready to submit to appropriate media		
Oral Presentation						Points	
Organization/Delivery 0-10 points	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 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 0-10 points	0 Little or no evidence of knowledge	1 2 Minimal evidence of knowledge	3 4 Some evidence of knowledge	5 6 Knowledge of subject matter is evident but not shared in presentation	7 8 Knowledge of subject matter is evident and shared at times in the presentation	9 10 Knowledge of subject matter is evident and incorporated throughout the presentation	
Use of Portfolio and Visuals during Presentation 0-5 points	0 Portfolio and visuals are not used during presentation	1 Portfolio and visuals are used to limit the amount of speaking time	2 Portfolio and visuals are used minimally during presentation	3 Portfolio and visuals are incorporated throughout the presentation	4 Portfolio and visuals are used effectively throughout the presentation	5 Presentation moves seamlessly between oral presentation, portfolio, and visuals	

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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	

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