

CHAPTER SHOWCASE DISPLAY Rubric

Evaluation Criteria							Points
Project Identification Page 0-5 points	0 Project Identification Page is missing	1 2 3 Project Identification Page is present but includes incorrect information or exceeds one page			4 5 Project Identification Page 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 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized, but exceeds 1 page	4 Evidence that the Planning Process was utilized to plan project	5 Planning Process is used to plan the project. Each step is fully explained	
Membership Campaign 0-5 points	0 No evidence shown	1 1 or no campaigns shown	2 3 Campaigns described		4 5 Campaigns are creative, thorough and successful		
Meetings & Ceremonies 0-4 points	0 No evidence shown		1 Meetings held/attended	2 3 Ceremonies at meetings		4 Meetings were appropriately scheduled with all necessary ceremonies held throughout the year	
Recognition Activities 0-5 points	0 Not evident		1 Limited or no activities shown	2 3 Recognition activities are held appropriately		4 5 Recognition activities are creative and built into each event, multiple strategies	
Leadership Activities 0-5 points	0 No activities shown	1 1 activity shown	2 2 or more in-depth activities	3 Leadership activities evident in many events	4 2/more creative and in-depth activities for multiple strategies for developing leadership	5 Many leadership development activities are evident in annual chapter program of work	
Cooperative, Competitive & Individualized Activities 0-5 points	0 Not evident	1 One or no activities shown	2 2 activities shown	3 Many activities for varied types of strategies	4 2/more creative and thorough activities	5 Many strategies for various learning and leadership styles and effective results	
Community Service Activities 0-5 points	0 Not evident	1 1 or no activities shown	2 Limited service activities shown	3 Service activities are evident and effective	4 2/more creative and effective service activities with multiple partnerships	5 Extensive service activities and effective results	
Chapter Resource Development 0-5 points	0 No evidence shown	1 Limited evidence of resource development	2 1/more fundraisers or events to generate resources	3 Multiple fund development activities with varied results	4 Fundraisers and resources sought effectively	5 A developed system of seeking resources, fundraisers, donations	
Chapter Budget 0-5 points	0 No evidence shown	1 Budget is evident but lacks information details	2 Budget is adequate but may be incomplete	3 Budget is adequate but not extensive	4 Budget is detailed	5 Budget is detailed and follows generally accepted accounting procedures	

State and National Programs 0-5 points	0 Not evident	1 One program with limited scope	2 2 or less activities	3 2 or more activities	4 3 or 4 activities shown with effective results	5 5/more creative & comprehensive activities. Many members involved impressive results.	
Public Relations Efforts 0-5 points	0 No evidence	1 1 or more activities shown	2 3 2 or more activities completed		4 5 3 or more creative and effective activities with a variety of methods including technology.		
Program of Work 0-5 points	0 Not evident	1 Missing or lacks variety	2 3 Focuses on a few areas		4 5 Shows variety/creativity with comprehensive member involvement. Reflects FCCLA purposes.		
Display 0-5 points	0 Display not used during presentation	1 2 Display has many errors and is not aesthetically pleasing	3 4 Display has minimal appeal	5 6 Display needs some improvement in content and design	7 8 Display has good word, color and design choice	9 10 Display is creative and of high quality	
Organization/ Delivery 0-10 points	0 Presentation is not done or speaks briefly and does not cover components of this 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	
Use of Display During Presentation 0-5 points	0 Display is not used during presentation	1 Display used to limit amount of speaking time	2 Display is used minimally during presentation	3 Display incorporated throughout presentation	4 Display used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and display	
Voice-Pitch Tempo, Volume 0-4 points	0 Voice qualities are used ineffectively	1 Voice quality is adequate	2 Voice quality is good.	3 4 Voice quality is outstanding and pleasing to the ear			
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 0-4 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 3 Few (1-2) grammatical and pronunciation errors	4 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	

(continued on next page)

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