FCCLA RECRUIT

Missouri Competitive Event
Fall Leadership Conference
Pre-Submit Event

FCCLA RECRUIT, *an individual or team event*, recognizes members who use the planning process to create a project that will encourage more students to be involved in FCCLA. The project focuses on how the members' chapter will recruit new members for the school year and encourage member involvement throughout the school year.

ELIGIBILITY INFORMATION

1. Each chapter may submit one (1) entry in this event. The portfolio should be developed during the current affiliation year, starting August 1.
2. Participation is open to any fully affiliated FCCLA member(s).
3. Participants must be registered to attend the Missouri Fall Leadership Conference.

GENERAL INFORMATION

1. Participants will create a visual portfolio and submit the project during the designated submission window prior to the Fall Leadership Conference.

CAREER PATHWAYS ALIGNMENT					
Visual Arts & Design	**Hospitality & Tourism**	**Financial Services**	**Education & Training**	**Human Services**	**Public Service**
✓					

EVENT LEVELS			
Level 1: Through Grade 8	**Level 2: Grades 9-10**	**Level 3: Grades 11-12**	**Level 4: Postsecondary**
✓	✓	✓	

GENERAL INFORMATION			
Number of Participants per Entry	**Prepare Ahead of Time**	**Equipment Provided for Competition**	**Competition Dress Code**
1-4	Portfolio	Table – No Wall space – No Supplies – No	Missouri FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED								
Audio	**Easel(s)**	**File Folder**	**Flip Chart**	**Portfolio**	**Props/Pointers**	**Skits**	**Presentation Equipment**	**Visuals**
				✓				

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PROJECT & COMPETITION DETAILS

ALL LEVELS
Participants will create a visual portfolio using a Word document or Google Doc, saved and submitted as a PDF, or a digital presentation, created using PowerPoint or Google Slides. Word/PDF Digital Portfolio ✓ Submit as one .pdf file. ✓ Title file as follows for submission: Recruit_ChapterName ✓ Up to 20 pages total Digital Presentation ● Submit as .pptx file, pdf file, or a Google Slides link that allows for anyone with the link to view. ● Title presentation as follows for submission: Recruit_ChapterName ● Up to 30 slides total

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SPECIFICATIONS

SPECIFICATIONS	ALL LEVELS
Project Identification	One page or slide that includes chapter name, participant name(s), level, project title and event name.
Planning Process	Up to two pages or five slides; each step of the planning process is thoroughly explained.
Recruitment/Promotion Plan	A planned, cohesive promotion and publicity campaign that specifies current year plans and a timetable for implementation. *Examples of promotion efforts include but are not limited to: A new member recruitment packet, website, bulletins, online and paper brochures, letters to potential chapter members, handouts for FCS classes and FCCLA chapter events, and public relations activities aimed for your chapter.*
Evidence of Campaign	Documented publicity about recruitment events and initiatives in appropriate promotional materials. *Examples may include but are not limited to: News articles, social media posts, etc.*
Evidence of Technology Used	Use technology to develop promotional materials that raise awareness about non-traditional membership or enrollment career opportunities in education pathways and to educate the school, parents, and members of the community. *Examples of technology include, but are not limited to: social media, computer applications, audio or video production, multimedia, slides, and photography. Hard copies/pictures must be included in the portfolio.*
Show Results	Ideally, the results should be measurable, such as an increase in chapter membership from the previous school year (can be seen on chapter affiliation), etc.
Grammar, Spelling, and Punctuation	Portfolio must look professional with proper spelling, punctuation, and grammar.
Overall Appearance	All formatting and design choices should create a visually appealing, creative, and professional portfolio.

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POINT SUMMARY FORM

Participant Name: _____ Level: _____

Chapter: _____ Team #: _____ Station #: _____ Presentation Time: _____

1. Make sure all information at the top is correct. If the participant does not show, write "No Show" across the top and return with other forms.
2. At the conclusion of scoring, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the participant together.
3. At the end of competition, double check all scores and participant information to ensure accuracy.
4. Check with the Event Consultant or Missouri FCCLA Staff if there are any questions regarding the evaluation process.

	ROOM CONSULTANT CHECK			POINTS
Project Submission 0-5 points	**0** Project is not submitted by the deadline, is not in the appropriate file format, and/or without the correct title	**1 2 3 4** Project submitted by deadline, but some formatting is incorrect	**5** Project is submitted by the deadline in the appropriate file format and with the correct title	

ROOM CONSULTANT TOTAL
(5 points possible)

EVALUATORS' SCORES

Evaluator 1: _____ Initials: _____

Evaluator 2: _____ Initials: _____

AVERAGE EVALUATOR SCORE
(95 points possible)

Total Score: _____ *Divide by number of evaluators*

_____ **= Average Evaluator Score**

FINAL SCORE
(Average Evaluator Score + Room Consultant Score)

FINAL SCORE

VERIFICATION OF FINAL SCORE & RATING (all evaluators and room consultant initial in the space below)

EVENT CONSULTANT INITIALS: _____

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EVENT RUBRIC

Participant Name: _____ Level: _____

Chapter: _____ Team #: _____ Station #: _____ Presentation Time: _____

PRESENTATION						POINTS
Portfolio 0-5 points	**0** Missing project ID page and/or is over the page/slide limit	**1 2** Missing multiple pieces of the portfolio, but within the page/slide limit.	**3 4** Missing 1 or 2 required elements in the portfolio and is within the page/slide limit	**5** All required elements included and is within page/slide limit		
FCCLA Planning Process 0-20 points	**0** Planning process summary is not provided	**1 2 3 4 5** Planning process steps are not clearly summarized or are inadequate	**6 7 8 9 10** All planning process steps are summarized	**11 12 13 14 15** Evidence that the planning process was utilized to plan the project	**16 17 18 19 20** The planning process is used to plan the project. Each step is fully explained and does not exceed two pages or five slides	
Recruitment/ Promotion Plan 0-15 points	**0** Recruitment and promotion is not included	**1 2 3** Timeline with goals poorly detailed or few promotion/publicity pieces included	**4 5 6 7 8 9** Timeline with goals loosely detailed. Some promotion/publicity pieces included	**10 11 12 13 14** Timeline with goals detailed. Promotion/ publicity pieces included	**15** Timeline with goals exceptionally detailed. Multiple promotion/publicity pieces included	
Evidence of Campaign 0-15 points	**0** Not evident	**1 2 3** Promotional campaign efforts and implantation for each activity identified/described unclear	**4 5 6** Promotional campaign efforts and implementation for each activity identified and described generally includes 2-3 documented pieces	**7 8 9 10** Promotional campaign efforts and implementation for each activity identified/ described evident, includes only 4-5 documented pieces	**11 12 13 14 15** Evidence of campaign is clear and well defined, includes 5 or more documented pieces	
Evidence of Technology Used 0-15 points	**0** Either no technology used, or no evidence included in portfolio	**1 2 3 4** Role of technology to enhance efforts poorly detailed. Evidence included in portfolio	**5 6 7 8 9** Role of technology to enhance efforts detailed. Evidence included in portfolio	**11 12 13 14 15** Role of technology to enhance efforts well detailed and awareness relevant. Evidence included in portfolio		
Results 0-15 points	**0 1 2 3 4** Efforts and successes for each identified goal/ objective generally evident	**5 6 7 8 9** Efforts and successes for each identified goal/objective generally evident	**10 11 12 13 14 15** Efforts and successes for each identified goal/objective clearly evident			
Grammar, Spelling, Punctuation 0-5 points	**0** Extensive grammar, spelling and punctuation mistakes	**1 2 3** (3-5) grammar, spelling and punctuation mistakes	**4** (1) grammar, spelling and punctuation mistake	**5** No grammar, spelling and punctuation mistakes		
Appearance 0-5 points	**0** Portfolio is disorganized and illegible	**1 2** Portfolio is disorganized, illegible needs improvement in design or content	**3 4** Portfolio is organized, neat, legible and professional with minimal changes needed	**5** Portfolio is effectively organized, neat, legible and professional		

Evaluator Comments – Include two things done well and two opportunities for improvement:	**TOTAL** (95 points possible)	
	Evaluator #: _____	
	Eval. Initials: _____	
	RC Initials: _____	