Speak Out for FCCLA

Speak Out for FCCLA, an individual event, recognizes members for their ability to utilize marketing and public speaking skills to promote Family and Consumer Sciences and FCCLA membership through participation in the FCCLA national program Power of One unit, "Speak Out for FCCLA."

EVENT CATEGORIES
Junior: through grade 9
Senior: grades 10–12
Occupational: grades 10–12

ELIGIBILITY
1. Each chapter may submit up to three (3) entries in each category of this event. Entries at participating National Cluster Meeting locations will be available on a first come, first served basis. The number of entries will be determined by the conference facility and schedule.
2. Participation is open to any nationally affiliated FCCLA member.
3. Participants must have completed the "Speak Out for FCCLA" unit of the FCCLA national program, Power of One. Completion verification is the responsibility of the local chapter adviser and is not required to be submitted to National FCCLA.
4. Participants must be registered to attend the National Cluster Meeting and must stay at one of the official conference hotels. Hotel reservations will be verified prior to the meeting.

PROCEDURES & TIME REQUIREMENTS
1. Participants must attend an event orientation session where they will:
   - be given a brief overview of the event
   - draw an identification number indicating the order of participation
   - review time schedule
   - take a timed, 10 question test on general FCCLA knowledge, based on information found on the FCCLA national website, www.fcclainc.org.
2. At the designated time during orientation, the participant will be given up to 5 minutes to take a timed, 10 question test on general FCCLA knowledge. Following the test, participants will remain in the orientation/ holding room until their assigned presentation time and following presentation may not return to the holding room.
3. Participants may not bring reference materials for use in the holding room. Participants are allowed to bring a pencil and note cards, and presentation promotional materials (if required).
4. At the designated participation time, participants will have up to 5 minutes to set up any presentation materials or *visuals*. Oral presentation may be up to 5 minutes in length. A 1-minute warning will be given at 4 minutes. Participants will be asked to stop at 5 minutes. Participants may use note cards.
5. Evaluators will score and write comments for each entry for approximately 5 minutes. The decision of the evaluators is final.
6. Total time required for participation in this event is approximately 20 minutes including testing, set up, presentation, and evaluator scoring.

GENERAL INFORMATION
1. A corded microphone may be provided if required by event facility set up. A table will be provided. Participant must bring any necessary supplies for demonstration of project. Wall space and electrical access will not be provided.
2. Spectators are allowed to observe this event, as space allows. Participants may only observe after they have already presented.
3. Participants are not allowed to discuss the event with other participants or receive coaching from any spectators. Doing so will result in disqualification.
4. Presentations may not be recorded or photographed, except by the official FCCLA photographer.
5. Participants should follow the approved conference dress code for participation in this event.

SPEAK OUT FOR FCCLA
Specifications

Testing

A 10-question test on general knowledge of FCCLA programs and activities will be given during participant orientation. This test will be scored and included in the final event points. The test will be timed and in case of a tie, the participant with the highest score and lowest time will receive the higher rank. The maximum time allowed for this test is 5 minutes.

Oral Presentation

At the designated time, an event volunteer will introduce each participant by number and name only. Participants have up to 5 minutes to set up for their presentation, but others may not assist. No electrical access or wall space will be available.

The oral presentation may be up to five (5) minutes in length and is delivered to the evaluators. The oral presentation should explain the specifics of the Speak Out for FCCLA project and utilize marketing and promotional *content* (membership posters, brochures, video *content*, etc.) as *visuals*.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Promotion of Family and Consumer Sciences and FCCLA	Describe the efforts taken to promote the family and consumer sciences program and FCCLA through the project. Include information on life skills, and college and career readiness benefits of involvement in Family and Consumer Sciences and FCCLA.
Use of the FCCLA Planning Process	Explain how each step of the FCCLA *Planning Process* was used to implement the project.
Project Impact on Personal Leadership Skills	Describe how the project has impacted your personal leadership skills.
Quality and Use of Marketing and Promotional Content/Visuals	Create quality marketing and promotional *content* that effectively support the Speak Out for FCCLA project and membership.
Voice	Speak with appropriate force, pitch, and articulation.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, and mannerisms. Wear clothing that meets the conference dress code.
Grammar/Word Usage/ Pronunciation	Use proper grammar, work usage, and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding the impact of the project. Questions are asked after the presentation.

Skill Demonstration Events
Point Summary Form
SPEAK OUT FOR FCCLA

Name of Participant_____

State_____ Participant #_____ Category _____

DIRECTIONS:

1. Make sure all information at top is correct. If the participant does not show, please 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 in the room, double check all scores, names, and team numbers to ensure accuracy.

4. Please check with the Event Consultant or National FCCLA Staff if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Orientation/Holding Room 0 *or* 5 points	**0** Did not arrive on time for participant orientation/holding room	**5** Arrived on time for participant orientation/holding room	
Testing Score (0-5 points)			
Testing Time in minutes and seconds (will be used in case of ties)			

EVALUATORS' SCORES		
Evaluator 1_____	Initials _____	**ROOM CONSULTANT TOTAL** (10 points possible)
Evaluator 2_____	Initials _____	**AVERAGE EVALUATOR SCORE** (90 points possible)
Total Score_____	divided by number of evaluators	**FINAL SCORE** (Average Evaluator Score plus Room Consultant Total)
_____	**= AVERAGE EVALUATOR SCORE**	**FINAL RANK**

VERIFICATION OF FINAL SCORE AND RATING (please initial)

SPEAK OUT FOR FCCLA
Rubric

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Name of Participant _____

State _____   Participant # _____   Category _____

ORAL PRESENTATION					Points
Organization/Delivery 0-10 points	**0–1–2** Presentation is not done or does not cover all project elements	**3-4-5** Presentation covers all project elements though with minimal information	**6-7-8** Presentation gives complete information though does not flow well	**9-10** Presentation covers all relevant information with a seamless and logical delivery	
Promotion of Family and Consumer Sciences and FCCLA 0–15 points	**0–1–2–3** Very little effort to promote FACS and FCCLA	**4–5–6–7** Efforts to promote FACS and FCCLA did not include college and career readiness information	**8–9–10–11** Efforts to promote FACS and FCCLA included some college and career readiness information, and life skills	**12–13–14–15** Excellent promotion of FACS and FCCLA in terms of college and career readiness, as well as other life skills	
Use of the FCCLA Planning Process 0–15 points	**0–1–2–3** Inadequate explanation or omission of use of the planning process	**4–5–6–7** Minimal explanation of how the planning process was used	**8–9–10–11** Good explanation of how the planning process was used	**12–13–14–15** Fully explained how each step of the planning process was used	
Project Impact on Personal Leadership Skills 0–15 points	**0–1–2–3** Inadequate description or omission in presentation	**4–5–6–7** Minimal description of project impact on personal leadership skills	**8–9–10–11** Good explanation of project impact on personal leadership skills	**12–13–14–15** Fully described impact of project on personal leadership skills	
Quality and Use of Marketing and Promotional Content/Visuals 0–15 points	**0–1–2–3** Content and quality of promotion materials is poorly executed	**4–5–6–7** Content and quality of promotional materials is inconsistently executed	**8–9–10–11** Content and quality of promotional materials is well executed	**12–13–14–15** Content and quality of promotional materials is highly executed and could serve as a model for others	
Voice 0–5 points	**0** No voice qualities are used effectively	**1–2** Voice quality is adequate	**3–4** Voice quality is good, though could improve	**5** Voice quality is outstanding and pleasing to listen to	
Body Language/ Clothing Choice 0–5 points	**0** Body language shows nervousness and unease/ inappropriate clothing	**1–2** Body language shows minimal amount of nervousness/appropriate conference attire	**3–4** Body language portrays participant at ease/ appropriate conference attire	**5** Body language enhances the presentation/appropriate conference attire	
Grammar/ Word Usage/ Pronunciation 0–5 points	**0** Extensive (more than 5) grammatical and pronunciation errors	**1–2** Some (3–5) grammatical and pronunciation errors	**3–4** Few (1–2) grammatical and pronunciation errors	**5** Presentation has no grammatical or pronunciation errors	
Responses to Evaluators' Questions 0–5 points	**0** Did not answer evaluators' questions	**1–2** Responses to questions did not indicate adequate understanding of skills needed	**3–4** Responses to questions were appropriate and reflect good understanding of skills needed	**5** Responses to questions were appropriate and reflect excellent understanding of skills needed	

VERIFICATION OF SCORE (please initial)

TOTAL

Evaluator _____   Room Consultant _____   Event Consultant _____   (90 points possible)

Evaluator's Comments: