

ENTREPRENEURSHIP

ENTREPRENEURSHIP

An individual or *team event* recognizes participants who develop a plan for a new small business using Family and Consumer Sciences skills and *sound business practices*. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a *portfolio* containing a written business plan, which they are not required to have implemented, and an oral presentation.

ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 8 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices, such as laptops, tablets etc., to use for audiovisual *electronic portfolio* presentation at competition.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
4. **Online Orientation** - National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline to receive their one (1) point on the STAR Events Point Summary Form. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. The video and form cannot be completed through the FCCLA Adviser Portal. Only one form per entry is required. **Contact your State Adviser for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. **STAR Events Schedule Confirmation** - Chapter Advisers are required to confirm National Leadership Conference competitors' STAR Events Schedule in the FCCLA Portal by the date outlined on the FCCLA Website (Competitive Events Dates & Deadlines) for competitors to receive their one (1) point on the Points Summary Form. This must be completed in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the National Leadership Conference, and choosing "Confirm STAR Competition."
6. Participants who do not follow the event guidelines or the definition of the event, or if they create an item that does not align with the current event topic, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK TO VIEW NATONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
■	■	■	■

EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

Review the "Event Description and Levels" section of the policies in the front of the guidelines for more information on event levels.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> and Oral Presentation	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■	■		■	■	■	■	■	■

* *Presentation Equipment* is allowed only for the presentation of an *electronic portfolio*.

COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Each entry will submit a <i>portfolio</i> (<i>hardcopy</i> or <i>electronic</i>) to the event Room Consultant at the designated participation time.			
15 minutes	Participant(s) will have 15 minutes to set up for the event. Other persons may not assist. Room Consultants and evaluators will have 15 minutes to preview the <i>portfolio</i> (<i>hardcopy</i> or <i>electronic</i>) during participant set-up time. The participant must make the <i>electronic portfolio</i> accessible to evaluators.		
20 minutes	The oral presentation may be up to 20 minutes in length. A 1-minute warning will be given at 19 minutes. Participants will be stopped at 20 minutes. If audio or audiovisual recordings are used, they are limited to a 3-minute playing time during the presentation.		
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.		
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.		
Total Time: 45 Minutes			

PROJECT FORMAT

PORTFOLIO FORMAT (CHOOSE ONE)	
Hardcopy Portfolio	The <i>portfolio</i> is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the <i>content divider pages</i> , must fit within the cover, be one-sided and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a <i>hardcopy portfolio</i> has been turned in to the evaluators, participants may not switch to an <i>electronic portfolio</i> .
Electronic Portfolio	An <i>electronic portfolio</i> may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. The <i>electronic portfolio</i> and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants are responsible for providing the <i>technology</i> used to present the project to the evaluators. Once an <i>electronic portfolio</i> is turned in to the evaluators, participants may not switch to a <i>hardcopy portfolio</i> . The <i>portfolio</i> may not exceed 75 slides, as described below.

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 1- 8 ½" x 11" page or 1 slide	Project Identification Page	Must include participant's name(s), chapter name, school, city, state, event name, level, and project title. Page can be up to 1 - 8 ½" x 11" page or 1 slide, but cannot be larger.		
1- 8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.		
1- 8 ½" x 11" page or 2 slides	FCCLA Planning Process Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; the use of the <i>Planning Process</i> may also be described in the oral presentation.		
1- 8 ½" x 11" page or 1 slide	Evidence of Online Summary Form Submission	Complete the <i>Online Project Summary Form</i> under the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the <i>portfolio</i> .		
0-10 Content Divider/section pages or slides	Content Divider Pages or sections	Use 0 to 10 <i>Content Divider/section</i> pages or slides. <i>Content Divider/section</i> pages must be tabbed and may contain a title, a section name, <i>graphic</i> elements, thematic decorations, and page numbers. They must not include any other <i>content</i> .		

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
<p>Up to 50 8 ½" x 11" pages or 60 slides</p>	Business Description	<p>Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served.</p>	<p>Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use <i>community</i> survey data or market research to justify the selected demographics served.</p>	<p>Include name of the new small business and mission statement. Describe services provided, hours of operation and demographics served. Use <i>community</i> survey/market research data to justify the selected demographics served. Determine the business' feasibility based on the needs and wants of the <i>community</i> where the new business will be located.</p>
	Facility	<p>Describe the physical location (both inside and outside), utility providers and emergency procedures.</p>	<p>Describe the physical location (both inside and outside) including images of the design concept. Describe utility providers, emergency procedures and facility maintenance procedures.</p>	<p>Describe the physical location (both inside and outside) including images of the design concept. Develop a chart of utility providers with contact information and a description of each provider. Prepare emergency procedures and a facility maintenance plan based on recommendations from OSHA.</p>
	Supplies and Equipment	<p>Include list of suppliers, inventory of equipment and supplies, and description of maintenance/repair policies.</p>	<p>Include chart of suppliers with contact information and description of each supplier. Develop a detailed inventory of equipment and supplies needed for day-to-day business operations. Describe provisions for maintenance and repair of equipment integral to the operation of your business considering authorized service requirements for certain equipment.</p>	
	Organizational Chart	<p>Develop an organizational chart with job titles, descriptions, and tasks for the business. Include hierarchy/departments as projected for business growth.</p>		<p>Develop an organizational chart with job titles, descriptions, and tasks for the business. Include hierarchy/departments as projected for business growth and characteristics/personality traits important for each position.</p>
	Personnel Management	<p>Describe hiring procedures, salaries/hourly wages, benefits, and employee evaluations/appraisals. Include applicable forms and records.</p>	<p>Describe hiring procedures, salaries/hourly wages, benefits, employee evaluations/appraisals, and recruitment/retention policies. Include applicable forms and records. Outline business personnel procedures from hiring and retention to resignation/firing.</p>	

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 50 8 ½" x 11" pages or 60 slides (continued)	Funding Sources for Business	Describe methods and sources for business funding.	Describe methods and sources for business funding. Include fee structures and expenses related to securing funding for the business.	Describe methods and sources for business funding. Include fee structures and expenses related to securing funding for the business. Develop a chart to determine your start-up costs.
	Budget	Describe income, expenditures, financial procedures and applicable tax information. Include all applicable forms.	Develop a budget for the first 6 months of business operations, including income, expenditures, financial procedures and applicable tax information. Describe the origin of the figures in your budget. Include all applicable forms.	Develop a budget for the first 12 months of business operations, including income, expenditures, financial procedures and applicable tax information. Describe the origin of the figures in your budget. Include all applicable forms.
	Laws, Regulations and Codes	Describe health, environment, fire, insurance, zoning and other local/county and state codes. (Actual codebooks need not be included.)	Describe health, environment, fire, insurance, zoning and other local/county and state codes. (Actual codebooks need not be included.) Create a chart providing appropriate governmental contact information for the applicable laws, regulations and codes for the business. List specific occupational health/safety trainings, if needed. Provide explanation for the selected laws, regulations and codes included in the <i>portfolio</i> .	
	Marketing Plan	Describe advertising plan (including special events) and include at least 3 sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events) and include at least 4 sample advertisements to cover types of advertising chosen.	Describe advertising plan (including special events) and include at least 6 sample advertisements to cover types of advertising chosen.
	Works Cited/Bibliography	Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		
	Portfolio Appearance	Business plan must be organized, neat, legible, <i>professional</i> , and use correct grammar and spelling.		

ORAL PRESENTATION (SPECIFICATIONS)

PRESENTATION FORMAT	
Oral Presentation	The oral presentation may be up to 20 minutes in length and is delivered to evaluators. The presentation must be <i>professional</i> in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to a 3-minute playing time. <i>Visuals</i> must be used during the presentation. The <i>portfolio</i> may be used as a visual.

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver an oral presentation in an organized, sequential manner, concisely and thoroughly summarize the business plan.		
Knowledge of Subject Matter	Show evidence of understanding of entrepreneurial skills, including facility management, budget and credit management, personnel management, and understanding of government regulations.		

ORAL PRESENTATION (SPECIFICATIONS)

Relationship of Family and Consumer Sciences Coursework	Describe the relationship of Family and Consumer Sciences coursework to selected business.	Describe the relationship of Family and Consumer Sciences coursework to selected business. Explain which FCCLA National Program(s) could be used during project implementation.	Describe the relationship of Family and Consumer Sciences coursework and standards to selected business. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathways.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative, and appealing <i>visuals</i> to enhance the presentation.		
Voice	Speak clearly with appropriate pitch, tempo, and volume.		
Body Language	Use appropriate body language, including gestures, posture, mannerisms, eye contact, and appropriate handling of <i>visuals</i> and notes or notecards if used.		
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage, and pronunciation.		
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding the project.		

ENTREPRENEURSHIP STAR EVENTS POINT SUMMARY FORM

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

1. Make sure all information at the top is correct. If a student named is not participating, cross their name(s) off. If a *team* does not show, write "No Show" across the top and return with other forms. Do NOT change *team* or station numbers.
2. Before the student presentation, the room consultants must check the participants' *portfolio* using the criteria and standards listed below and fill in the boxes.
3. Confirm STAR Competition(s) is mandatory solely for participation at the National Leadership Conference. States have the authority to decide whether this requirement applies to picking up the registration packet and confirming the event/schedule accuracy OR attending a state-specific orientation.
4. At the conclusion of the presentation, verify the evaluator scores and fill in the 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 presentation together.
5. At the end of the competition in the room, double-check all scores, names, and *team* numbers to ensure accuracy. Sort results by *team* order and turn them into the Lead Consultant.
6. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK				POINTS
Confirm STAR Competition(s) 0 or 1 point	Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by the deadline (National Leadership Conference Only)			
	0 No	1 Yes		
Event Online Orientation Form 0 or 1 point	0 Online Orientation Form not completed in the Student Portal by the deadline	1 Online Orientation Form completed in the Student Portal by the deadline		
Hardcopy Portfolio 0 or 1 point OR Electronic Portfolio 0 or 1 point	0 Binder is not the official FCCLA binder 0 Electronic Portfolio not in viewable format to the evaluators	1 Binder is the official FCCLA binder 1 Electronic Portfolio in viewable format to the evaluators		
Portfolio Pages 0-3 points	0 The portfolio exceeds the page limit	1 2 3 At least 2 errors 1 error no errors The portfolio is completed correctly and does not exceed 64 single-sided pages or 75 slides, including: <ul style="list-style-type: none"> 1 project ID page or slide 1 table of contents page or slide 1 Planning Process summary page or 2 slides Project Summary Form submission proof Up to 10 Content Divider Pages or slides Up to 50 content pages or 60 content slides 		
Punctuality 0 or 1 point	0 Participant was late for presentation	1 Participant was on time for presentation		
Dress Code 0 or 1 point	0 Event dress code was not followed	1 Event dress code was followed		
EVALUATORS' SCORES	ROOM CONSULTANT TOTAL (8 Points Possible)			
Evaluator 1: _____ Evaluator 2: _____ Evaluator 3: _____ Total Score: _____	Initials: _____ Initials: _____ Initials: _____ <i>Divided by # of Evaluators</i> = AVERAGE EVALUATOR SCORE <i>Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)</i>	AVERAGE EVALUATOR SCORE (92 Points Possible)		
		FINAL SCORE (Average Evaluator Score plus Room Consultant Score)		

RATING ACHIEVED (circle one) **Gold:** 90-100 **Silver:** 70-89.99 **Bronze:** 1-69.99
VERIFICATION OF FINAL SCORE & RATING (please initial)

Evaluator 1: _____ Evaluator 2: _____ Evaluator 3: _____ Adult Room Consultant: _____ Event Lead Consultant: _____

ENTREPRENEURSHIP LEVEL 1 RUBRIC

Participant Name: _____

Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0-10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Business Description 0-5 points	0 Not included	1 2 At least 1 components not listed	3 Business name, mission, services, hours and demographics loosely detailed	4 Business name, mission, services, hours and demographics detailed	5 Business name, mission, services, hours and demographics well detailed	
Facility 0-5 points	0 Not included	1 2 Description of physical location (interior/exterior), utility providers and emergency procedures loosely detailed	3 4 Description of physical location (interior/exterior), utility providers and emergency procedures detailed	5 Description of physical location (interior/exterior), utility providers and emergency procedures well detailed		
Supplies and Equipment 0-5 points	0 Not included	1 2 List of suppliers, equipment/supply inventory and description of maintenance and repair policies loosely detailed	3 4 List of suppliers, equipment/supply inventory and description of maintenance and repair policies detailed	5 List of suppliers, equipment/supply inventory and description of maintenance and repair policies well detailed		
Organizational Chart 0-4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth loosely detailed	3 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth detailed	4 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth well detailed	
Personnel Management 0-5 points	0 Not included	1 2 Hiring procedures, wages, benefits and evaluations loosely detailed. Forms and records included but lack detail	3 4 Hiring procedures, wages, benefits and evaluations detailed. Forms and records included	5 Hiring procedures, wages, benefits and evaluations well detailed. Forms and records included		
Funding for Business 0-5 points	0 Not evident	1 2 Methods and sources for business funding loosely detailed	3 4 Methods and sources for business funding detailed	5 Methods and sources for business funding well detailed		
Budget 0-5 points	0 Not included	1 2 Income, expenditures, financial procedures and tax info loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures and tax info detailed. All applicable forms included	5 Income, expenditures, financial procedures and tax info well detailed. All applicable forms included		
Laws, Regulations and Codes 0-5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed	3 4 Health, environment, fire, insurance and other local/county and state codes detailed	5 Health, environment, fire, insurance and other local/county and state codes well detailed		
Marketing Plan 0-5 points	0 Not evident	1 2 Advertising plan including special events and at least 3 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 3 sample advertisements detailed	5 Advertising plan including special events and at least 3 sample advertisements well detailed		
Works Cited/ Bibliography 0-3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0-3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework and project	1 Limited evidence of relationship between FCS coursework and project	2 Relationship between FCS coursework and project is evident and shared at times	3 Relationship between FCS coursework and project is evident and explained well		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
Voice—pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' questions	3 Responses to questions were appropriate and given without hesitation		
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

ENTREPRENEURSHIP LEVEL 2 RUBRIC

Participant Name: _____

Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Business Description 0–5 points	0 Not included	1 2 At least 1 components not listed and/or justification for demographics served unclear	3 Business name, mission, services, hours and demographics loosely detailed. Little justification for demographic served based on data and research	4 Business name, mission, services, hours and demographics detailed. Justification for demographic served based on data and research	5 Business name, mission, services, hours and demographics well detailed. Clear justification for demographic served based on data and research	
Facility 0–5 points	0 Not included	1 2 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures loosely detailed	3 4 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures detailed	5 Description of physical location (interior/exterior), utility providers, emergency and facility maintenance procedures well detailed		
Supplies and Equipment 0–5 points	0 Not included	1 2 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care loosely detailed	3 4 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care detailed	5 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care well detailed		
Organizational Chart 0–4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth loosely detailed	3 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth detailed	4 Organizational chart with job titles, descriptions, tasks and projected hierarchy/departments for growth well detailed	
Personnel Management 0–5 points	0 Not included	1 2 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies loosely detailed. Forms and records included but lack detail. Personnel procedures loosely outlined	3 4 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies detailed. Forms and records included. Personnel procedures outlined	5 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies well detailed. Forms and records included. Personnel procedures well outlined		
Funding for Business 0–5 points	0 Not evident	1 2 Methods and sources for business funding loosely detailed Methods/sources for business funding and fee structures/expenses loosely detailed	3 4 Methods/sources for business funding and fee structures/expenses detailed	5 Methods/sources for business funding and fee structures/expenses well detailed		
Budget 0–5 points	0 Not included	1 2 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months detailed. All applicable forms included	5 Income, expenditures, financial procedures, tax info and figure origin for the first 6 months well detailed. All applicable forms included		
Laws, Regulations and Codes 0–5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws fairly clear	3 4 Health, environment, fire, insurance and other local/county and state codes detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws clear	5 Health, environment, fire, insurance and other local/county and state codes well detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws extremely clear		

Marketing Plan 0–5 points	0 Not evident	1 2 Advertising plan including special events and at least 4 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 4 sample advertisements detailed	5 Advertising plan including special events and at least 4 sample advertisements well detailed		
Works Cited/ Bibliography 0–3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		

ORAL PRESENTATION

POINTS

Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework and project. National Program not identified	1 Limited evidence of relationship between FCS coursework and project. National Program not identified	2 Evidence of relationship between FCS coursework and project. National Program identified	3 Detailed evidence of relationship between FCS coursework and project. National Program identified and explained well		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
Voice—pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' questions	3 Responses to questions were appropriate and given without hesitation		

Evaluator's Comments—Include two things done well and two opportunities for improvement:

TOTAL
(92 Points Possible)

Evaluator #: _____

Evaluator Initials: _____

RC Initials: _____

ENTREPRENEURSHIP LEVELS 3 & 4 RUBRIC

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Business Description 0–5 points	0 Not included	1 2 At least 1 component not listed. Feasibility or justification unclear	3 Business name, mission, services, hours, demographics and feasibility loosely detailed. Little justification for demographic served based on data and research	4 Business name, mission, services, hours, demographics and feasibility detailed. Justification for demographic served based on data and research	5 Business name, mission, services, hours, demographics and feasibility well detailed. Clear justification for demographic served based on data and research	
Facility 0–5 points	0 Not included	1 2 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures loosely detailed	3 4 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures detailed	5 Description of physical location (interior/exterior), images of design concept, chart of utility providers, OSHA recommended emergency and maintenance procedures well detailed		
Supplies and Equipment 0–5 points	0 Not included	1 2 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care loosely detailed	3 4 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care detailed	5 Chart of suppliers with contact info and descriptions, day-to-day equipment/supply inventory and provisions for maintenance/care well detailed		
Organizational Chart 0–4 points	0 Not included	1 At least 1 components not listed	2 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits loosely detailed	3 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits detailed	4 Organizational chart with job titles, descriptions, tasks, projected hierarchy/departments for growth and characteristics/personality traits well detailed	
Personnel Management 0–5 points	0 Not included	1 2 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies loosely detailed. Forms and records included but lack detail. Personnel procedures loosely outlined	3 4 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies detailed. Forms and records included. Personnel procedures outlined	5 Hiring procedures, wages, benefits, evaluations and recruitment/retention policies well detailed. Forms and records included. Personnel procedures well outlined		
Funding for Business 0–5 points	0 Not evident	1 2 Methods/sources for business funding, fee structures/expenses and chart for start-up costs loosely detailed	3 4 Methods/sources for business funding, fee structures/expenses and chart for start-up costs detailed	5 Methods/sources for business funding, fee structures/expenses and chart for start-up costs well detailed		
Budget 0–5 points	0 Not included	1 2 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months loosely detailed. All applicable forms included but lack detail	3 4 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months detailed. All applicable forms included	5 Income, expenditures, financial procedures, tax information and figure origin for the first 12 months well detailed. All applicable forms included		

Laws, Regulations and Codes 0–5 points	0 Not included	1 2 Health, environment, fire, insurance and other local/county and state codes loosely detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws fairly clear	3 4 Health, environment, fire, insurance and other local/county and state codes detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws clear	5 Health, environment, fire, insurance and other local/county and state codes well detailed. Chart with government contact information, list of occupational trainings and explanation of selected laws extremely clear		
Marketing Plan 0–5 points	0 Not evident	1 2 Advertising plan including special events and at least 6 sample advertisements loosely detailed	3 4 Advertising plan including special events and at least 6 sample advertisements detailed	5 Advertising plan including special events and at least 6 sample advertisements well detailed		
Works Cited/ Bibliography 0–3 points	0 No sources listed	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible, professional with correct grammar and spelling		

ORAL PRESENTATION

POINTS

Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter knowledge	3 Knowledge of subject matter is evident but not effectively used 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework, standards and project. Neither National Program nor career pathway identified	1 Limited evidence of relationship between FCS coursework, standards and project. Either National Program or career pathway not identified	2 Evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified	3 Detailed evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified. All components explained well		
Use of Portfolio and Visuals during Presentation 0–3 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used minimally during presentation	2 Portfolio and visuals used effectively throughout presentation	3 Presentation moves seamlessly between oral presentation, portfolio and visuals		
Voice—pitch, tempo, volume 0–3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 Evaluators' Questions 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators' questions	3 Responses to questions were appropriate and given without hesitation		

Evaluator's Comments—Include two things done well and two opportunities for improvement:

TOTAL
(92 Points Possible)

Evaluator #: _____

Evaluator Initials: _____

RC Initials: _____