# EVENT MANAGEMENT

**EVENT MANAGEMENT**

An individual or *team event* that recognizes participants who apply skills learned in Family and Consumer Sciences courses to plan an event and prepare a researched proposal for an educational institution, *community* or non–profit organization, business, or government institution. Participants must prepare a *portfolio* and oral presentation. Level 2 and Levels 3 & 4 participants will also complete an event volunteering experience.

**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.

| 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 | *Portfolio* and Oral Presentation | Table–Yes<br>Electrical Access–No<br>Wall Space–No<br>Supplies–No<br>Wi-Fi – No | FCCLA Official Dress |

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

## COMPETITION PROCEDURES & TIME REQUIREMENTS

| TIME | LEVEL 1 | LEVEL 2 | LEVELS 3 & 4 |
|---|---|---|---|
| Each entry will submit a *portfolio* (*hardcopy* or electronic) to the event room consultant at the designated participation time. | | | |
| **10 minutes** | Participant(s) will have 10 minutes to set up for the event. Other persons may not assist. | | |
| | During participant setup time, room consultants and evaluators will have 10 minutes to preview the *portfolio* (*hardcopy* or electronic) during participant setup time. The participant must make the *electronic portfolio* accessible to evaluators. | | |
| **15 minutes** | The oral presentation may be up to 15 minutes in length. A 1–minute warning will be given at 14 minutes. Participants will be stopped at 15 minutes. The oral presentation is a time for the participant(s), in the role of student event manager, to present to the evaluators, in the role of the client, the event *propo*sal. The presentation is intended to be two–way dialogue, as in a conversation or interview, rather than a one–way presentation. If audio or audiovisual recordings are used, they are limited to a 3–minute playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire 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:  35 Minutes** | | | |

## EVENT DETAILS

| EVENT DETAILS | LEVEL 1 | LEVEL 2 | LEVELS 3 & 4 |
|---|---|---|---|
| **Event Criteria** | As a student event manager, you approach your client (school administrator, city government staff, business manager, *community* non–profit director, etc.) with a proposal to implement a new event as a project for your career pathway program. In this project, you must prepare and present a pre–*professional portfolio* to the event organizers/sponsors for their approval. Student event managers may not plan events that involve the consumption of alcohol, substances or the involvement with activities violating local school district policy, which could include weapons, political *campaign*s, etc. Events containing any of the items outlined above will result in immediate disqualification. | | |
| **Volunteering Experience (Required for Level 2 and Levels 3 & 4 Participants)** | Each *team* participant must volunteer at a school or *community* event in which at least 50 people attend and which requires a minimum of 2 hours of volunteering service per *team* member. If all *team* members volunteer at the same event, only 1 Event Volunteering Experience Form is required. Submit a summary of the volunteering experience using the provided Event Volunteering Experience Summary Form. The event does not need to be related to the planned project but is meant to give the participant insight into the perspective of an event planner. | | |
| **Event Volunteering Experience Summary** | Using the Event Volunteering Experience Summary Form, include the following information. Include a copy of the completed form in the *portfolio*, as indicated. <br>• Event Leadership–who is in charge? <br>• Event Goal and Objective(s) <br>• How is success measured for this event? <br>• How many volunteers are utilized at this event? <br>• How is the event promoted/advertised? <br>• What kinds of choices and decisions must the event organizers make? Venue, vendors, décor, marketing, *technology*, activities, safety, sponsors, etc.? <br>• How do the event organizers handle the stress of the event? <br>• What recommendations would you have to improve the event in the future? <br>• Provide 1–2 photos of the event documenting your participation | | |
| **Time Frame** | The event must be planned for an educational institution, *community* or non–profit organization, business or government institution, take place during July 1 and June 30 of the school year before the National Leadership Conference (NLC), and be the work of the participant(s) only. Levels 1 and 2 participants do not have to host the event, while Levels 3 & 4 must host their planned event. | | |

## EVENT DETAILS

| Allowable Events | • Fundraisers–dinners, dances, tournaments, etc. <br>• Holiday events–breakfast with Santa, Mother's Day tea, etc. <br>• Leadership conferences with multiple speakers or workshops <br>• School or *community* dances <br>• Youth or adult athletic tournaments–wrestling, softball, rodeos, etc. <br>• Youth or adult non–athletic competitions/tournaments–speech, music, etc. <br>• *Community* festivals or tourism events <br>• College, career, or *employment* fairs <br>• Award ceremonies–hall of fame, teacher of the year banquets, etc. <br>•  Advocacy or educational events | | |
|---|---|---|---|
| Prohibited Events | • FCCLA chapter meetings or classroom guest speakers <br>• Individual or *family* parties or events <br>• Events not meeting the event attendee or time requirements <br>• Any event involving the consumption or sale of prohibited substances or violating school district Policies <br>Participants whose events are considered prohibited will be disqualified. | | |
| Minimum Number of Event Attendees | 25 | 50 | 75 |
| Minimum Time Requirement of Planned Event | 1 hour–may not exceed 1 day. Does not include setup/teardown time. Event does not need to be implemented. | 3 hours–may not exceed 2 days. Does not include setup/teardown time. Event does not need to be implemented. | 4 hours–may include multiple days. Does not include setup/teardown time. Event must be implemented. |

## PROJECT FORMAT

| PORTFOLIO FORMAT (CHOOSE ONE) | |
|---|---|
| *Hardcopy Portfolio* | The *portfolio* 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 *content divider pages*, must fit within the cover, be one–sided and may not exceed 62 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to the evaluators, participants may not switch to an *electronic portfolio*. |
| *Electronic Portfolio* | An *electronic portfolio* 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 *electronic portfolio* 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 *technology* used to present the project to the evaluators. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*. The *portfolio* may not exceed 73 slides, as described below. |

## COMPONENTS 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 *portfolio* 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 *Planning Process* was used to plan and implement the project; the use of the *Planning Process* 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 *Online Project Summary Form* under the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the *portfolio*. | | |

# COMPONENTS OF PORTFOLIO (SPECIFICATIONS)

| 0–8 *Content* Divider/section pages or slides | *Content Divider Pages* or sections | Use 0 to 8 *Content* Divider/section pages or slides. *Content* Divider/section pages must be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and page numbers. They must not include any other *content*. | | |
|---|---|---|---|---|
| **Up to 50 8 ½" x 11" pages or 60 slides** | **Event Volunteering Experience** | | See requirements under the Event Volunteering Experience section. | |
| | **Event Proposal Introduction** | Prepare a written proposal introduction, providing a general event description, summary of the client needs and services the event planner will provide. | Prepare a written proposal introduction (see Level 1) and include participant/ *team event* experience. Only current information, educational level and experiences must be included. Format may be of participant's choice. | Prepare a written proposal introduction (see Level 1) and include participant/ *team* resume, including references listed (no letter of recommendation required). Only current information, educational level and experiences must be included. Format may be of participant's choice. |
| | **Event SMART Goals, Objective(s) and Evaluation** | Provide event goal(s) and objective(s) that are specific, measurable, attainable, realistic and timely. Include evaluation criteria to be used to determine event success. | | Provide event goal(s) and objective(s) that are specific, measurable, attainable, realistic and timely. Include evaluation criteria to be used to determine event success. Include a sample evaluation tool. |
| | **Event Dates and Background Research** | Determine event date options. | Determine event date options and provide pertinent background research to support holding the event. | Determine event date options and provide pertinent background research to support holding event. Include information on any similar events or *community* data to support event. |
| | **Venue/Facility Space** | Include selected venue/facility maps or diagrams, inclement weather plans, parking, restroom access, etc., to support venue choice. | Include selected venue/facility maps or diagrams, inclement weather plans, parking, restroom access, etc., to support venue choice. Provide 2 options for venue/facility. | |
| | **Event Personnel Chart** | Include an organizational chart and brief description of roles for personnel required to successfully implement the event. | | |
| | **Health and Public Safety** | Describe event health, public safety, and crisis management plans. | | |
| | **Planning and Implementation Timeline** | Use the provided template to develop a detailed planning and implementation timeline. | | |
| | **Target Attendees and Recruitment Strategy** | Compiled demographic information for who is expected to attend and recruitment strategies. This may include but is not limited to, demo*graphic*s such as gender, age, income, education level, location, marital or parental status, etc. | | |

## COMPONENTS OF PORTFOLIO (SPECIFICATIONS)

| SPECIFICATIONS | | LEVEL 1 | LEVEL 2 | LEVELS 3 & 4 |
|---|---|---|---|---|
| **Up to 50 8 ½" x 11" pages or 60 slides (continued)** | **Sponsor/Advertiser/ Exhibitor Recruitment** | Identify potential sponsors, advertisers, and exhibitors. | Identify potential sponsors, advertisers, and exhibitors. Provide 1 sample recruitment method. | Identify potential sponsors, advertisers, and exhibitors. Provide 2 sample recruitment methods. |
| | **Volunteer Recruitment Strategy** | Describe volunteer roles in event implementation, the estimated number of volunteers recruited, and recruitment methods. | Describe volunteer roles in event implementation, the estimated number of volunteers recruited, recruitment methods, and time commitments. | Describe volunteer roles in event implementation, estimated number of volunteers recruited, recruitment methods, time commitments, and training information. |
| | **Projected Attendance** | Provide an event attendance estimate and explain the method used to determine the number. | | |
| | **Suppliers and Vendors** | Compile a list of recommended suppliers and vendors for event items such as food and beverage, decor, entertainment, paid staff, clean up, etc. | | |
| | **Activity Schedule** | Develop a proposed schedule of activities for the event. | | |
| | **Event Marketing** | Plan, prepare and design event logo, event poster and 3 social media post examples. 1 post for each pre, during, and post–event promotion. | Plan, prepare and design event logo, event poster and 6 social media post examples. Minimum 1 post for each pre, during, and post–event promotion. | Plan, prepare and design event logo, event poster and 9 social media post examples. Minimum 1 post for each pre, during, and post–event promotion. |
| | **Projected Budget and Options** | Include projected budget reflecting required deposits and costs associated with travel, lodging, mileage, food, etc. Participant may select the format. | Include 2 projected budgeting options (low/high) detailing required deposits and costs associated with travel, lodging, mileage, food, etc. Participant may select the format. | Include 3 projected budgeting options (low/medium/high) detailing required deposits and costs associated with travel, lodging, mileage, food, etc. Participant may select the format. |
| | *Portfolio* **Appearance** | The *portfolio* must be neat, legible, and *professional* and use correct grammar and spelling. | | |

## ORAL PRESENTATION (SPECIFICATIONS)

| PRESENTATION FORMAT | |
|---|---|
| **Oral Presentation** | The oral presentation may be up to 15 minutes in length. The presentation is a time for participant(s) in the role of student event manager/management *team*, to present to the evaluators, in the role of clients. The presentation is intended to be a two–way dialogue, as in a conversation or interview, rather than a one–sided presentation. The *portfolio* will be used by the participant during the presentation. If audio or audiovisual recordings are used, they are limited to a 3–minute playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire presentation. |

| SPECIFICATIONS | LEVEL 1 | LEVEL 2 | LEVELS 3 & 4 |
|---|---|---|---|
| **Organization/Delivery** | Deliver an organized, sequential oral presentation; concisely and thoroughly summarize research. | | |

## ORAL PRESENTATION (SPECIFICATIONS)

| | | | |
|---|---|---|---|
| **Knowledge of Event Planning and Management** | Demonstrate knowledge of planning, budgeting, and managing costs of an event. | Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which National FCCLA program which could be used to implement the project. | Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which National FCCLA program which could be used to implement the project. Identify FCS career pathway connections. |
| **Relationship of Family and Consumer Sciences Coursework** | Describe the relationship of Family and Consumer Sciences coursework to the selected project. | Describe the relationship of Family and Consumer Sciences coursework to the selected project. Explain which FCCLA National Program(s) could be used during project implementation. | Describe the relationship of Family and Consumer Sciences coursework and standards to the selected project. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathways. |
| **Use of *Portfolio*** | Use the *portfolio* to describe all phases of the proposal/project and 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 notes or note cards 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. | | |

# EVENT MANAGEMENT
## 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)**<br>0 or 1 point | Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by the deadline (National Leadership Conference Only)<br>**0**<br>No | **1**<br>Yes | |
| **Event *Online Orientation Form***<br>0 or 1 point | **0**<br>Online Orientation Form not completed in the Student Portal by the deadline | **1**<br>Online Orientation Form completed in the Student Portal by the deadline | |
| ***Hardcopy Portfolio***<br>0 or 1 point<br>**OR**<br>***Electronic Portfolio***<br>0 or 1 point | **0**<br>Binder is not the official FCCLA binder<br>**0**<br>Electronic Portfolio not in viewable format to the evaluators | **1**<br>Binder is the official FCCLA binder<br>**1**<br>Electronic Portfolio in viewable format to the evaluators | |
| ***Portfolio* Pages**<br>0–3 points | **0**<br>The portfolio exceeds the page limit | **1**    **2**    **3**<br>**At least 2 errors**   **1 error**   **no errors**<br><br>The portfolio is completed correctly and does not exceed 62 single–sided pages or 73 slides, including:<br>• 1 project ID page or slide<br>• 1 table of contents page or slide<br>• 1 Planning Process summary page or 2 slides<br>• Project Summary Form submission proof<br>• Up to 8 Content Divider Pages or slides<br>• Up to 50 content pages or 60 content slides | |
| **Punctuality**<br>0 or 1 point | **0**<br>Participant was late for presentation | **1**<br>Participant was on time for presentation | |
| **Dress Code**<br>0 or 1 point | **0**<br>Event dress code was not followed | **1**<br>Event dress code was followed | |

**EVALUATORS' SCORES**

| | | | |
|---|---|---|---|
| Evaluator 1: _____ | Initials: _____ | **ROOM CONSULTANT TOTAL**<br>(8 Points Possible) | |
| Evaluator 2: _____ | Initials: _____ | **AVERAGE EVALUATOR SCORE** | |
| Evaluator 3: _____ | Initials: _____ | (92 Points Possible) | |
| Total Score: _____ | *Divided by # of Evaluators* | **FINAL SCORE** | |
| | **= AVERAGE EVALUATOR SCORE** | (Average Evaluator Score plus | |
| _____ | *Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)* | 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: _____

# FCCLA

# EVENT MANAGEMENT
## 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 | |
| **Event** *Proposal* **Introduction** 0–3 points | **0** Not included | **1** Proposal introduction outlining event description, summary of client needs and provided services loosely detailed | **2** Proposal introduction outlining event description, summary of client needs and provided services detailed | **3** Proposal introduction outlining event description, summary of client needs and provided services well detailed | | |
| **Event SMART Goals, Objectives and Evaluation** 0–4 points | **0** Not included | **1** Goal(s) and objective(s) are not specific, measurable, attainable, realistic or timely; missing evaluation criteria | **2** Goal(s) and objective(s) are limited, may not be attainable, realistic or timely; includes evaluation criteria | **3** Goal(s) and objective(s) are specific, some are measurable, attainable, realistic or timely; includes evaluation criteria | **4** Goal(s) and objective(s) are specific, measurable, attainable, realistic and timely; includes evaluation criteria | |
| **Event Dates and Background – Research** 0 or 1 point | **0** Not included | **1** Event date options are included | | | | |
| **Venue/Facility Space** 0–3 points | **0** Not included | **1** Maps, diagrams, weather plans, parking, restroom access information limited | **2** Maps, diagrams, weather plans, parking, restroom access information provided | **3** Maps, diagrams, weather plans, parking, restroom access information well detailed | | |
| **Event Personnel Chart** 0–3 points | **0** Not included | **1** Organizational chart and description of personnel roles limited | **2** Organizational chart and description of personnel roles included | **3** Organizational chart and description of personnel roles well detailed | | |
| **Health and Public Safety** 0–3 points | **0** Not included | **1** Health, public safety and crisis management plans limited | **2** Health, public safety and crisis management plans included | **3** Health, public safety and crisis management plans well detailed | | |
| **Planning and Implementation Timeline** 0–7 points | **0** Not included | **1  2** Planning and implementation timeline poorly detailed in provided template | **3  4** Planning and implementation timeline loosely detailed in provided template | **5  6** Planning and implementation timeline detailed in provided template | **7** Planning and implementation timeline well detailed in provided template | |
| **Target Attendees and Recruitment Strategy** 0–3 points | **0** Not included | **1** Demographic information and recruitment strategies limited | **2** Demographic information and recruitment strategies included | **3** Demographic information and recruitment strategies well detailed | | |
| **Sponsor/ Advertiser/ Exhibitor Recruitment Strategy** 0–2 points | **0** Not included | **1** Potential sponsors, advertisers and exhibitors unclear | **2** Potential sponsors, advertisers and exhibitors clearly identified | | | |
| **Volunteer Recruitment Strategy** 0–3 points | **0** Not included | **1** An estimated number of volunteers is provided, recruitment methods and volunteer roles unclear | **2** Listing of roles, estimated number of volunteers and recruitment methods provided | **3** Detailed listing of roles, estimated number of volunteers and recruitment methods provided | | |
| **Projected Attendance** 0–2 points | **0** Not included | **1** Estimated attendance provided, method not explained | **2** Estimated attendance provided and method explained | | | |
| **Suppliers and Vendors** 0–2 points | **0** Not included | **1** List of recommended suppliers and vendors limited | **2** List of recommended suppliers and vendors well detailed | | | |
| **Activity Schedule** 0–2 points | **0** Not included | **1** Proposed schedule of activities provided | **2** Proposed schedule of activities well detailed | | | |

| | 0 | 1 | 2 | 3 | | |
|---|---|---|---|---|---|---|
| **Event Marketing** 0–3 points | Not included | Either event logo or event poster not included or less than 3 social media promotion posts developed | Event logo, event poster and 3 social media promotion posts (pre, during and post–event) provided | Event logo, event poster and 3 social media promotion posts (pre, during and post–event) well developed | | |
| **Projected Budget and Options** 0–6 points | **0** Not included | **1  2** Projected budget including deposits and costs loosely detailed | **3  4** Projected budget including deposits and costs included | **5  6** Projected budget including deposits and costs well detailed | | |
| *Portfolio* **Appearance** 0–3 points | **0** No portfolio present | **1** Portfolio has many errors and is not aesthetically pleasing | **2** Portfolio is neat, legible and professional with minimal grammar and spelling errors | **3** Portfolio is neat, legible, professional and very creative 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 Event Planning and Management** 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* during Presentation** 0–5 points | **0** Portfolio not used during presentation | **1   2** Portfolio used minimally during presentation | **3   4** Portfolio used effectively throughout presentation | **5** Presentation moves seamlessly between oral presentation and portfolio | | |
| **Voice–pitch, tempo, volume** 0–2 points | **0** Voice qualities not used effectively | **1** Voice quality is good, but could improve | **2** 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** 0–2 points | **0** Extensive (more than 3) grammatical and pronunciation errors | **1** Few (1–3) grammatical and pronunciation errors | **2** 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: _____ | |

# FCCLA

# EVENT MANAGEMENT
## 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 | |
| **Event Volunteering Experience** 0–4 points | **0** Not included | **1** Event Volunteering Experience Summary Form incomplete and lacks detail | **2** Event Volunteering Experience Summary Form complete, but lacks detail | **3** Event Volunteering Experience Summary Form complete and detailed | **4** Event Volunteering Experience Summary Form complete and well detailed | |
| **Event *Proposal* Introduction** 0–3 points | **0** Not included | **1** Proposal introduction outlining event description, summary of client needs, provided services and current participant/team event experience loosely detailed | **2** Proposal introduction outlining event description, summary of client needs, provided services and current participant/team event experience detailed | **3** Proposal introduction outlining event description, summary of client needs, provided services and current participant/team event experience well detailed | | |
| **Event SMART Goals, Objectives and Evaluation** 0–4 points | **0** Not included | **1** Goal(s) and objective(s) are not specific, measurable, attainable, realistic or timely; missing evaluation criteria | **2** Goal(s) and objective(s) are limited, may not be attainable, realistic or timely; includes evaluation criteria | **3** Goal(s) and objective(s) are specific, some are measurable, attainable, realistic or timely; includes evaluation criteria | **4** Goal(s) and objective(s) are specific, measurable, attainable, realistic and timely; includes evaluation criteria | |
| **Event Dates and Background – Research** 0 or 1 point | **0** Not included | **1** Event date options are included. Background research to support event provided | | | | |
| **Venue/Facility Space** 0–3 points | **0** Not included | **1** Maps, diagrams, weather plans, parking, restroom access information limited. Only 1 venue/facility option provided | **2** Maps, diagrams, weather plans, parking, restroom access information provided. 2 venue/facility options provided | **3** Maps, diagrams, weather plans, parking, restroom access information detailed. 2 venue/facility options provided | | |
| **Event Personnel Chart** 0–2 points | **0** Not included | **1** Organizational chart and description of personnel roles limited | **2** Organizational chart and description of personnel roles included | | | |
| **Health and Public Safety** 0–2 points | **0** Not included | **1** Health, public safety and crisis management plans limited | **2** Health, public safety and crisis management plans well detailed | | | |
| **Planning and Implementation Timeline** 0–7 points | **0** Not included | **1  2** Planning and implementation timeline poorly detailed in provided template | **3  4** Planning and implementation timeline loosely detailed in provided template | **5  6** Planning and implementation timeline detailed in provided template | **7** Planning and implementation timeline well detailed in provided template | |
| **Target Attendees and Recruitment Strategy** 0–3 points | **0** Not included | **1** Demographic information and recruitment strategies limited | **2** Demographic information and recruitment strategies included | **3** Demographic information and recruitment strategies well detailed | | |
| **Sponsor/ Advertiser/ Exhibitor Recruitment Strategy** 0–2 points | **0** Not included | **1** Either potential sponsors, advertisers and exhibitors unclear or sample recruitment method not provided | **2** Potential sponsors, advertisers and exhibitors identified. 1 sample recruitment method provided | | | |
| **Volunteer Recruitment Strategy** 0–3 points | **0** Not included | **1** A listing of volunteers is provided but missing information as required | **2** Listing of roles, estimated number of volunteers, recruitment methods, duties and time requirements provided | **3** Detailed listing of roles, estimated number of volunteers, recruitment methods, duties and time requirements | | |
| **Projected Attendance** 0 or 1 point | **0** Not included | **1** Estimated attendance provided and method explained | | | | |

| Category | 0 | 1 | 2 | 3 | | Points |
|---|---|---|---|---|---|---|
| **Suppliers and Vendors** 0 or 1 point | **0** Not included | **1** List of recommended suppliers and vendors included | | | | |
| **Activity Schedule** 0–2 points | **0** Not included | **1** Proposed schedule of activities provided | **2** Proposed schedule of activities well detailed | | | |
| **Event Marketing** 0–3 points | **0** Not included | **1** Either event logo or event poster not included or less than 6 social media promotion posts developed | **2** Event logo, event poster and 6 social media promotion posts (pre, during and post–event) provided | **3** Event logo, event poster and 6 social media promotion posts (pre, during and post–event) well developed | | |
| **Projected Budget and Options** 0–6 points | **0** Not included | **1  2** 2 projected budgeting options (low/high) for costs and deposits loosely detailed | **3  4** 2 projected budgeting options (low/high) for costs and deposits detailed | **5  6** 2 projected budgeting options (low/high) for costs and deposits well detailed | | |
| *Portfolio* **Appearance** 0–3 points | **0** No portfolio present | **1** Portfolio has many errors and is not aesthetically pleasing | **2** Portfolio is neat, legible and professional with minimal grammar and spelling errors | **3** Portfolio is neat, legible, professional and very creative with correct grammar and spelling | | |

## ORAL PRESENTATION · POINTS

| Category | 0 | | | | | 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 Event Planning and Management** 0–5 points | **0** Little or no evidence of subject matter knowledge | **1  2** Minimal evidence of subject matter knowledge | **3** Knowledge of planning, budgeting and managing costs is evident but not effectively used in presentation | **4** Knowledge of planning, budgeting and managing costs is evident and shared at times in the presentation | **5** Knowledge of planning, budgeting and managing costs is evident and incorporated throughout the presentation. National program identified | |
| **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. National Program not identified | **2** Relationship between FCS coursework and project is evident and shared at times. National Program identified | **3** Relationship between FCS coursework and project is evident, National Program identified and explained well | | |
| **Use of *Portfolio* during Presentation** 0–5 points | **0** Portfolio not used during presentation | **1  2** Portfolio used minimally during presentation | **3  4** Portfolio used effectively throughout presentation | **5** Presentation moves seamlessly between oral presentation and portfolio | | |
| **Voice–pitch, tempo, volume** 0–2 points | **0** Voice qualities not used effectively | **1** Voice quality is good, but could improve | **2** 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** 0–2 points | **0** Extensive (more than 3) grammatical and pronunciation errors | **1** Few (1–3) grammatical and pronunciation errors | **2** 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: _____

# FCCLA

# EVENT MANAGEMENT
## 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 | |
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| **Event** *Proposal* **Introduction** 0–3 points | **0** Not included | **1** Proposal introduction outlining event description, summary of client needs, provided services and current participant/team event experience loosely detailed | **2** Proposal introduction outlining event description, summary of client needs, provided services, current participant/team event experience and event resume with references detailed | **3** Proposal introduction outlining event description, summary of client needs, provided services, current participant/team event experience and event resume with references well detailed | | |
| **Event SMART Goals, Objectives and Evaluation** 0–4 points | **0** Not included | **1** Goal(s) and objective(s) are not specific, measurable, attainable, realistic or timely; missing evaluation criteria or sample tool | **2** Goal(s) and objective(s) are limited, may not be attainable, realistic or timely; includes evaluation criteria and sample tool | **3** Goal(s) and objective(s) are specific, some are measurable, attainable, realistic or timely; includes evaluation criteria and sample tool | **4** Goal(s) and objective(s) are specific, measurable, attainable, realistic and timely; includes evaluation criteria and sample tool | |
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| Category | | | | | | Points |
|---|---|---|---|---|---|---|
| Projected Attendance<br>0 or 1 point | **0**<br>Not included | **1**<br>Estimated attendance provided and method explained | | | | |
| Suppliers and Vendors<br>0 or 1 point | **0**<br>Not included | **1**<br>List of recommended suppliers and vendors included | | | | |
| Activity Schedule<br>0–2 points | **0**<br>Not included | **1**<br>Proposed schedule of activities provided | **2**<br>Proposed schedule of activities well detailed | | | |
| Event Marketing<br>0–3 points | **0**<br>Not included | **1**<br>Either event logo or event poster not included or less than 9 social media promotion posts developed | **2**<br>Event logo, event poster and 9 social media promotion posts (pre, during and post–event) provided | **3**<br>Event logo, event poster and 9 social media promotion posts (pre, during and post–event) well developed | | |
| Projected Budget and Options<br>0–6 points | **0**<br>Not included | **1  2**<br>3 projected budgeting options (low/medium/high) for costs and deposits loosely detailed | **3  4**<br>3 projected budgeting options (low/medium/high) for costs and deposits detailed | **5  6**<br>3 projected budgeting options (low/medium/high) for costs and deposits well detailed | | |
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## ORAL PRESENTATION             POINTS

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|---|---|---|---|---|---|---|
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| Relationship of Family and Consumer Sciences Coursework<br>0–3 points | **0**<br>No evidence of relationship between FCS coursework, standards and project. Neither National Program nor career pathway identified | **1**<br>Limited evidence of relationship between FCS coursework, standards and project. Either National Program or career pathway not identified | **2**<br>Evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified | **3**<br>Detailed evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified. All components explained well | | |
| Use of *Portfolio* during Presentation<br>0–5 points | **0**<br>Portfolio not used during presentation | **1  2**<br>Portfolio used minimally during presentation | **3  4**<br>Portfolio used effectively throughout presentation | **5**<br>Presentation moves seamlessly between oral presentation and portfolio | | |
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**TOTAL
(92 Points Possible)**

Evaluator #: _____

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