

## Kansas FCCLA Alumni and Associates Project Leadership Education Opportunities (LEO's)

### Purposes of the LEO's:

- Increase FCCLA member participation in the State Leadership Conference.
- Provide an entry-level competitive platform to build interest and confidence in student STAR Event participation
- Recognize student growth in FCCLA
- Increase funds for A&A scholarships for FCCLA members.

### Guidelines for Participation in LEO Projects:

1. LEO's are **STATE** level only. Top scorers **do not advance** to national competition.
2. Kansas Alumni & Associates will provide the judges.
3. Projects are created on tri-fold display boards only. Boards are not to exceed 18" deep X 4' wide X 4' high. **There are no oral presentations.** No technology may be used.
4. Tri-fold displays will be judged at Century II. The student is not required to be with their board during judging. A specific time and location at Century II will be provided at a later date.
5. Students will earn red, white, black and grey ribbons based on the criteria on the rubrics created for the LEO Project they are in. Students will also earn ribbons for their nametag that show participation in each LEO in which they are entered. Award scoring will be as follows:

Red Ribbon:	90-100
White Ribbon	80-89
Black Ribbon	70-79
Grey Ribbon	69 and below/ Participation

6. Students will NOT be recognized on stage.
7. Members may enter as an individual or up to a team of three (with the exception of the Toward New Horizons Event).
8. Registration for the LEO's can be done when registering for SLC. (with state advisor approval)
9. Students may enter multiple LEO projects.
10. Students may participate in both a STAR Event and enter a LEO project
10. Entry cost is \$10 per student per LEO.

## FCCLA 101

**Overview:** FCCLA 101 is a project to recognize students who use the planning process to understand the basics of Family, Career, and Community Leaders of America. This event demonstrates social and emotional skills through projects to improve their families, their school, the community or themselves. Students must create a tri-fold display demonstrating their increased knowledge of FCCLA that will be displayed at State Leadership Conference.

**Entry:** Individual or Team (maximum of 3) Event

### **VISUAL GUIDELINES:**

1. Use of the planning process to develop your project and include the planning process summary form.
2. A tri-fold display board, not exceeding 18" deep X 4' wide X 4' high, with no use of electrical equipment.
3. There must be a 3" x 5" Project Identification Card attached to the back of the tri-fold lower corner that identifies: Name(s), Chapter name, School, City, State, Grade and District.

### **PROJECT DETAILS:**

1. The title of the project, FCCLA 101, must be on the board. A subtitle is optional.
2. Each step of the Planning Process is fully explained, neatly typed or written and attached to the display board. Use the Planning Process Summary Page Template.
3. The display must include the following:
  - a) 10 benefits of joining FCCLA
  - b) The 8 FCCLA purposes and describe what each means to you.
  - c) Summarize the history of FCCLA
  - d) Include the FCCLA Creed and describe what it means to you.
  - e) FCCLA colors and what they represent
  - f) FCCLA emblem and what it represents
  - g) FCCLA flower and what it represents
  - h) FCCLA motto and what it means to you
  - i) FCCLA mission and what it represents.
4. The project will be evaluated according to the Focus on Basics rubric.

# FCCLA 101

Name(s) \_\_\_\_\_ School \_\_\_\_\_

<b><u>EVALUATION</u></b>				<b>SCORE</b>
<b>DISPLAY BOARD</b> 0 – 10 pts	Does not meet size specification. More than 2 required elements missing 0-3	No Title Missing 1or 2 required elements 4-7	Meets size specification, Title included Neat and well organized 8-10	
<b>FCCLA PLANNING PROCESS</b> 0 – 10pts	Not attached Not legible 0-3	Available, but not attached All steps are summarized Somewhat messy 4-7	Planning Process is fully explained, neatly typed or written, and attached 8-10	
<b>GRAMMAR</b> 0 – 10 pts	Extensive grammatical and spelling errors 0-3	Few grammatical and spelling errors 4-7	No grammatical or spelling errors 8-10	
<b>APPEARANCE</b> 0 –10 pts	Display has minimal appeal both in design and content 0-3	Display needs some improvement in design and content 4-7	Visually appealing, creative, and appropriate in design and content 8-10	
<b>PROJECT ID INDEX CARD</b> 0 – 5 pts	Missing 2 or more ID elements or not provided 0-1	Missing 1 ID element, ID index card misplaced 2-3	All ID elements on index card on board 4-5	
<b>FCCLA BENEFITS</b> 0 - 10 pts	FCCLA Benefits Missing 0-3	Few Benefits listed 4-7	10 Benefits of joining FCCLA 8-10	
<b>FCCLA PURPOSES</b> 0 – 10 pts	Purposes and explanation are missing 0-2	Most of the purposes listed with explanations 3-7	Eight purposes listed with explanation 8-10	
<b>FCCLA HISTORY</b> 0 – 5 pts	Missing several elements, Summary lacks detail 0-1	Summarized history of FCCLA in basic detail 2-3	Summarized history of FCCLA in great detail 4-5	
<b>FCCLA CREED</b> 0 – 5 pts	Creed and explanation missing or incorrect 0-1	Creed or explanation missing or incorrect 2-3	Creed listed with an explanation 4-5	
<b>FCCLA EMBLEM</b> 0 – 5 pts	Emblem and explanation missing or incorrect 0-1	Emblem or explanation missing or incorrect 2-3	Emblem present with an explanation 4-5	
<b>FCCLA COLORS</b> 0 – 5 pts	Colors and explanation missing or incorrect 0-1	Color or explanation missing or incorrect 2-3	Colors listed with an explanation 4-5	
<b>FCCLA FLOWER</b> 0 – 5 pts	Flower and explanation missing or incorrect 0-1	Flower or explanation missing or incorrect 2-3	Flower is present with an explanation 4-5	
<b>FCCLA MISSION</b> 0-5pts	Mission and explanation missing or incorrect 0-1	Mission or explanation missing or incorrect 2-3	Mission is listed with an explanation 4-5	
<b>FCCLA MOTTO</b> 0-5 pts	Motto and explanation missing or incorrect 0-1	Motto or explanation missing or incorrect 2-3	Motto is listed with an explanation 4-5	
<b>TOTAL</b> 100 pts possible (comments on back)				

0-69	70-79	80-89	90-100
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<b>Grey</b>	<b>Black</b>	<b>White</b>	<b>Red</b>
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## **FCCLA in Action**

**Overview:** FCCLA in Action is a project to recognize students who use the planning process to showcase a specific FCCLA National Program of Family, Career, and Community Leaders of America. Students may select one of the following national programs to create their project;

1. Career Connections
2. Community Service/Leadership Service in Action
3. Families Acting for Community Traffic Safety (FACTS)
4. Families First
5. Financial Fitness
6. STOP the Violence
7. Student Body
8. Power of One

Students must create a tri-fold display demonstrating their knowledge of their selected FCCLA national program. They must include at least 5 project ideas related to the project and describe how the national program relates to Family and Consumer Science.

**Entry:** Individual or Team (maximum of 3) Event

### **VISUAL GUIDELINES:**

1. Use of the planning process to develop your project and include the planning process summary form.
2. A tri-fold display board, not exceeding 18" deep X 4' wide X 4' high, with no use of electrical equipment.
3. There must be a 3" x 5" Project Identification Card attached to the back of a lower corner of the display that identifies: Name, Chapter name, School, City, State, Grade and District.

### **Project Details:**

1. The title of the project, FCCLA in Action, must be on the board. A subtitle listing the National Program must also be included.
2. Each step of the Planning Process is fully explained, neatly typed or written and attached to the display board.
3. The display must include the following:
  - a) Overall description of the National Program selected.
  - b) Units of the program and a description of each unit
  - c) Program partners and a description of how each partner supports the program
  - d) Five-chapter project ideas related to the national program with descriptions
  - e) Description of how this national program relates to Family and Consumer Science.
  - f) Use logo, pictures and graphics to enhance the description of program and its purpose
4. The project will be evaluated according to the FCCLA in Action rubric.

## FCCLA in Action

National Program: \_\_\_\_\_

Evaluation				SCORE
<b>DISPLAY BOARD</b> 0 – 10 pts	Does not meet size specification. More than 2 required elements missing 0-3	No Title Missing 1or 2 required elements 4-7	Meets size specification, Title included Neat and well organized 8-10	
<b>FCCLA PLANNING PROCESS</b> 0 – 10pts	Not attached Not legible 0-3	Available, but not attached All steps are summarized Somewhat messy 4-7	Planning Process is fully explained, neatly typed or written, and attached 8-10	
<b>GRAMMAR</b> 0 – 10 pts	Extensive grammatical and spelling errors 0-3	Few grammatical and spelling errors 4-7	No grammatical or spelling errors 8-10	
<b>APPEARANCE</b> 0 –10 pts	Display has minimal appeal both in design and content 0-3	Display needs some improvement in design and content 4-7	Visually appealing, creative, and appropriate in design and content 8-10	
<b>OVERALL DESCRIPTION OF NATIONAL PROGRAM</b> 0 – 10 pts	No description 0-3	Description of national program is limited and incomplete 4-7	Complete and well written description of the national program 8-10	
<b>UNITS LISTED AND DESCRIBED</b> 0 – 10	No program units were listed or described 0-3	Incomplete list of units. Some description of national program units 4-7	All units listed and completely explained 8-10	
<b>PROGRAM PARTNERS &amp; SUPPORT PROVIDED</b> 0 – 10	No program partners were listed or described 0-1	Listed program partners but did not describe support or incomplete list 2-3	Complete list of partners and description of the support provided. 4-5	
<b>NATIONAL PROGRAM CHAPTER IDEAS</b> 0 – 20	No project ideas were listed or less than five were listed 0-6	Five project ideas were listed, but descriptions incomplete 7-14	Five strong program ideas were included with completed descriptions. 15-20	
<b>RELATIONSHIP TO FACS COURSE-WORK</b> 0 – 10	No or minimal evidence of relationship to FACS 0-3	Some evidence of relationship to FACS 4-7	Knowledge of relationship to FACS is evident and explained well 8-10	
<b>TOTAL: 100 PTS POSSIBLE (COMMENTS ON BACK)</b>				

Name \_\_\_\_\_ School \_\_\_\_\_

0-69	70-79	80-89	90-100
<b>Grey</b>	<b>Black</b>	<b>White</b>	<b>Red</b>

## **Go For the Red!**

**Overview:** Go For the Red is a project recognizing members who use the planning process to plan and implement a membership campaign to recruit new members and retain and recognize current members. Students must create a tri-fold display demonstrating their marketing plan and recruitment activities.

**Entry:** Individual or Team (maximum of 3) Event

### **VISUAL GUIDELINES:**

1. Use of the planning process to develop your project and include the planning process summary form on the display board.
2. A tri-fold display board, not exceeding 18" deep X 4' wide X 4' high, with no use of electrical equipment.
3. There must be a 3" x 5" Project Identification Card attached to the back of a lower corner of the display that identifies: Name(s), Chapter name, School, City, State, Grade and District.
4. Title of the project "Go for the Red" must be included. A subtitle is optional.

### **PROJECT DETAILS:**

1. Each step of the Planning Process is fully explained, neatly typed or written and placed on the display.
2. The display must include explanations and evidence of the following:
  - A promotion plan: A planned, cohesive promotion and publicity campaign. Specify current year plans and a timetable for implementation. Examples of promotion efforts include: a new member packet, website, bulletins, online and paper brochures, letters to potential chapter members, school officials, and community members, handouts for FCCLA chapter events, and public relations aimed at other professional organizations.
  - Evidence of Campaign: Publicity about recruitment events and initiatives appropriate promotional materials, i.e. news articles.
  - Evidence of Technology Used: Use technology to develop promotional materials that raise awareness about membership or enrollment and educate the school, parents, and members of the community. Examples of technology include, but are not limited to: social media, computer applications, audio or video production, multimedia, CDs, slides, and photography. Hard copies/pictures must be included on the display.
  - Show results: Ideally, the results should be measurable, such as an increase in interest from students, increase in enrollment of students in one of the courses or pathways, etc.
3. The project will be evaluated according to the rubric.

## Go For the Red!

<b>Evaluation</b>				<i>Score</i>
<b>DISPLAY BOARD</b> 0-10 pts	Does not meet size specification. More than 2 required elements missing 0-3	No Title Missing 1or 2 required elements 4-7	Meets size specification, Title included Neat and well organized 8-10	
<b>FCCLA PLANNING PROCESS</b> 0 – 15 pts	Not included or not well developed 0-4	Included but not complete 5-9	Planning Process is fully explained, neatly typed or written, and included 10-15	
<b>GRAMMAR</b> 0 – 10 pts	Extensive grammatical and spelling errors 0-3	Few grammatical and spelling errors 4-7	No grammatical or spelling errors 8-10	
<b>APPEARANCE</b> 0 – 10 pts	Display has minimal appeal both in design and content 0-3	Display needs some improvement in design and content 4-7	Visually appealing, creative, and appropriate in design and content 8-10	
<b>RECRUITMENT PROMOTION PLAN</b> 0 – 15 pts	Promotion plan missing or limited 0-4	Promotion plan basic, not detailed 5-9	Promotion Plan is thorough, well-developed, and creative 10-15	
<b>EVIDENCE OF CAMPAIGN</b> 0 – 15 pts	Explanation or evidence missing or limited 0-4	Explanation or evidence basic, not detailed 5-9	Explanation or evidence is clear and well-defined 10-15	
<b>EVIDENCE OF TECHNOLOGY USED</b> 0 – 15 pts	Explanation or evidence missing or limited 0-4	Explanation or evidence basic, not detailed 5-9	Explanation or evidence is included and detailed 10-15	
<b>RESULTS</b> 0 – 10 pts	Explanation or evidence missing or limited 0-3	Explanation or evidence basic, not detailed 4-7	Explanation and evidence of increased public awareness is clear and thorough 8-10	
<b>Total 100 pts possible</b>				

COMMENTS:

Name(s) \_\_\_\_\_ School \_\_\_\_\_

0-69	70-79	80-89	90-100
<b>Grey</b>	<b>Black</b>	<b>White</b>	<b>Red</b>

## Chapter Showcase

**Overview:** Chapter Showcase is for participants to create a display showing the activities of their chapter over the school year. The prepared display should show evidence of completing the chapter activities. The display should show how the planning process was used to plan and complete the event display project.

**Entry:** Individual or team event up to three participants.

### VISUAL GUIDELINES:

1. Use the planning process to develop your project and include the planning process summary form on the display board.
2. A tri-fold display board, not exceeding 18" deep X 4' wide X 4' high, with no use of electrical equipment.
3. There must be a 3" x 5" Project Identification Card attached to the back of a lower corner of the display that identifies: Name(s), Chapter name, School, City, State, Grade and District.
4. Theme adopted by the state officers (2017-18 theme "Hit Play with FCCLA). A subtitle is optional.

### PROJECT DETAILS:

1. The Chapter Showcase project must be developed and completed during a one-year span beginning July 1 and ending April 1 of the school year of the State Leadership Conference.
2. Chapters should include activities that show a balanced program of work. **One** event/activity must be included from each of the following categories:
  - Leadership Development Events (Officer Elections/Training, Attendance at FLC, NLC, Take AIM, Cluster Meeting, etc.)
  - Fundraisers
  - Recognition
  - Membership Recruitment
  - Community Service
  - and FCCLA National Program Projects

Multiple events from one category may be included on the display board as well as other categories not listed above.

3. Evidence of the above projects and events must be on the display board. Evidence includes pictures, programs/brochures, newspaper articles, etc. Descriptions of each project/event should be included.



## Chapter Showcase

Name \_\_\_\_\_ School \_\_\_\_\_

Evaluation				SCORE
<b>DISPLAY BOARD</b>  0 – 10 pts	Does not meet size specification. More than 2 required elements missing 0-3	No Title Missing 1 or 2 required elements 4-7	Meets size specification, Title included Neat and well organized 8-10	
<b>FCCLA PLANNING PROCESS</b>  0 – 10pts	Not attached Not legible 0-3	Available, but not attached All steps are summarized Somewhat messy 4-7	Planning Process is fully explained, neatly typed or written, and attached 8-10	
<b>GRAMMAR</b>  0 – 10 pts	Extensive grammatical and spelling errors 0-3	Few grammatical and spelling errors 4-7	No grammatical or spelling errors 8-10	
<b>APPEARANCE</b>  0 –10 pts	Display has minimal appeal both in design and content 0-3	Display needs some improvement in design and content 4-7	Visually appealing, creative, and appropriate in design and content 8-10	
<b>LEADERSHIP DEVELOPMENT ACTIVITY</b>  0 – 10 pts	No description or evidence of leadership development activity 0-3	Description of leadership activity is limited and incomplete. Evidence is included. 4-7	Complete and well written description of the leadership activity. Evidence is included. 8-10	
<b>FUNDRAISING ACTIVITY</b>  0 – 10	No fundraisers were listed or described 0-3	. Some description of fundraising activities. Evidence is included 4-7	Complete & well written description of the fundraiser activity. Evidence is included. 8-10	
<b>RECOGNITION ACTIVITY</b>  0 – 10	No forms of recognition were listed or described. 0-3	Recognition description was incomplete. Evidence was provided. 4-7	Complete description of recognition activity. Evidence was included. 8-10	
<b>MEMBERSHIP RECRUITMENT ACTIVITY</b>  0 – 10	No membership project was included or described. 0-3	Membership activity was included, but description was incomplete. Evidence was provided. 4-7	Membership recruitment activity was included with a complete description. Evidence was provided. 8-10	
<b>COMMUNITY SERVICE</b>  0 – 10	No description or evidence of community service project 0-3	Project was included, but description was incomplete. Evidence was provided. 4-7	Project was explained well and evidence was provided. 8-10	
<b>NATIONAL PROGRAM PROJECTS</b>  0-10	No description or evidence of a national program project 0-3	Project was included, but description was incomplete. Evidence was provided. 4-7	Project was explained well and evidence was provided. 8-10	
<b>TOTAL: 100 PTS POSSIBLE (COMMENTS ON BACK)</b>				

0-69	70-79	80-89	90-100
<b>Grey</b>	<b>Black</b>	<b>White</b>	<b>Red</b>

## **Toward New Horizons**

**Overview:** Toward New Horizons recognizes participants' ability to create a display reflecting the importance of FCCLA and/or family and consumer sciences education to their personal growth and leadership development.

**Entry:** Individual Event

### **VISUAL GUIDELINES:**

1. Use the planning process to develop your project and include the planning process summary form on the display board.
2. A tri-fold display board, not exceeding 18" deep X 4' wide X 4' high, with no use of electrical equipment.
3. There must be a 3" x 5" Project Identification Card attached to the back of a lower corner of the display that identifies: Name(s), Chapter name, School, City, State, Grade and District.
4. Title of the project "Toward New Horizons" must be included. A subtitle is optional.
5. The project must be developed and completed within the current school year before the annual State Leadership Conference.
6. The project and all supporting materials must be planned, conducted and prepared by the participant only.

### **PROJECT DETAILS:**

1. The participant creates a display reflecting the importance of FCCLA and/or family and consumer sciences education to their personal growth and leadership development.
2. Participant must include a short essay/summary explaining how FCCLA has helped him/her in personal growth and leadership development, and if needed, an explanation of the poster elements. This should not exceed 200 words.
3. Graphics and images should be clear and of good quality.
4. Participants are encouraged to be creative in design and color to enhance the organization of ideas and information.
5. All sources should be documented.

# Toward New Horizons

Name \_\_\_\_\_ School \_\_\_\_\_

Evaluation				SCORE
<b>DISPLAY BOARD</b>  0 – 10 pts	Does not meet size specification. More than 2 required elements missing 0-3	No Title Missing 1or 2 required elements 4-7	Meets size specification, Title included Neat and well organized 8-10	
<b>FCCLA PLANNING PROCESS</b>  0 – 10pts	Not attached Not legible 0-3	Available, but not attached All steps are summarized Somewhat messy 4-7	Planning Process is fully explained, neatly typed or written, and attached 8-10	
<b>GRAMMAR</b>  0 – 10 pts	Extensive grammatical and spelling errors 0-3	Few grammatical and spelling errors 4-7	No grammatical or spelling errors 8-10	
<b>APPEARANCE/ NEATNESS</b>  0 –10 pts	The poster is distractingly messy – work was not done with pride or care 0-3	The poster is generally neat and in good condition 4-7	The poster is neatly done, clean, in good condition, and pride of work is evident. 8-10	
<b>SHORT ESSAY/ SUMMARY</b>  0 – 10 pts	Not included 0-3	Written statement generally addresses the topic of personal growth and leadership development. 4-7	Organized & well written, explains the impact of FCCLA and/or FCS in their personal growth and leadership development 8-10	
<b>GRAPHICS/IMAGE COMMUNICATION</b>  0 – 10	Very few images are used and are not relevant to the project. 0-3	Most graphics relate to the topic. 4-7	All graphics are related to the topic & make the poster more meaningful. The graphics communicate more effectively than would words. 8-10	
<b>IDEA ORGANIZATION</b>  0 – 10	Ideas not organized. 0-3	Ideas mostly coherent but not clearly organized. 4-7	Ideas coherent and effectively organized. 8-10	
<b>CREATIVITY AND DESIGN</b>  0 – 10	No use of color, design, or materials to support the theme of the project. 0-3	Minimal use of color, design, materials and original ideas. Theme not well supported. 4-7	Excellent use of color, design, materials, and originality to maximize theme and ideas 8-10	
<b>COMMUNITY SERVICE</b>  0 – 10	No description or evidence of community service project 0-3	Project was included, but description was incomplete. Evidence was provided. 4-7	Project was explained well and evidence was provided. 8-10	
<b>DOCUMENTATION</b>  0-10	No information provided on copyright or source citations. 0-3	Copyright is questionable, sources are not properly cited 4-7	Work is original, or copyright statements and permissions are included, all sources are documented. 8-10	
<b>TOTAL: 100 PTS POSSIBLE (COMMENTS ON BACK)</b>				

0-69	70-79	80-89	90-100
<b>Participation</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>

