



FCCLA Chapter Website, an individual or team event, recognizes participants who use a chapter website to educate, inform, and involve members and the general public about the importance of the Family and Consumer Sciences program and the FCCLA chapter.

Preliminary Round: Participants must prepare a chapter website. National Leadership Conference: Fifteen (15) entries will be invited to present their chapter website plus an oral presentation, at the National Leadership Conference. Only entries with scores of 70 or above will be eligible for National Leadership Conference consideration.

EVENT LEVELS

Level 1: through grade 8 Level 2: grades 9-10 Level 3: grades 11-12

See page 83 for more information on event levels.

ELIGIBILITY & GENERAL INFORMATION

- 1. Review "Eligibility and General Rules for All Levels of Competition" on page 85 prior to event planning and preparation.
- 2. Any nationally affiliated FCCLA chapter may submit only one entry in this event (must choose one level for competition).
- 3. If the chapter already has an existing website, the website for the current school year (July 1-June 30 as noted) must be revised in content, design, theme, color, etc., by the participant(s). If more than one chapter is in a school, they may not share the same website content for competition.
- National Leadership Conference participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions prior to National Leadership Conference.
- 5. The use of inappropriate or copyrighted music, photographs, or graphics may disqualify the entry.
- 6. Participants must follow state or district rules/guidelines for student privacy and use of photographs or student work when published online.

GENERAL INF	ORMATION							
Number of	Prepare	Equipment	Competition	Participant	Room	Maximum Oral	Evaluation	Total Event
Participants	Ahead of	Provided	Dress Code	Set Up / Prep Time	Consultant & Evaluator	Presentation Time	Interview Time	Time
per Entry	Time			Time	Review Time	Time	rime	
1-3	Website with	Table – yes	Official dress	5 minutes		1-minute	5 minutes	25 minutes
	required	Laptop,	-or-			warning at 9		
	components	Internet	Professional			minutes;		
		Connection,	dress			stopped at 10		
		Electrical	appropriate			minutes		
		Access - yes	to event					

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

^{*} A USB Drive is allowed for backup presentation use only. No additional Audio, Presentation Equipment, or Visuals other than the presentation of the website are allowed.

FCCLA CHAPTER WEBSITE

Procedures and Time Requirements: Preliminary Round – Projects Due February 1

Participants create a chapter website to educate, inform, and involve members and the general public about the importance of the Family and Consumer Sciences program and the FCCLA chapter.

All website links must be active and settings set to "public" so that evaluators may view the website.

Social media sites only (such as Facebook) are not acceptable formats for the event but may be embedded or used in conjunction with the chapter website.

The website may be developed using website services, templates, or software of the participant's choice. All links within the website must be active.



Entry Submission for Preliminary Round Competition

Preliminary Round entries will be submitted no later than 5:00 p.m. EST, February 1 in the FCCLA Portal. An entry fee will be required. Projects must be ready for evaluation at that time, and no changes may be made to website design following the February 1 deadline until March 15. Updates to calendars and other time sensitive information may be added as needed.

Procedures and Time Requirements: National Leadership Conference

- 1. A table and laptop computer with Internet connections will be provided. As a backup, participants may bring their website files on a USB drive. Participants are not allowed to bring in any additional equipment. Note cards may be used in the oral presentation.
- 2. To prepare for the National Leadership Conference presentation, participants are encouraged to update their presentation based upon Preliminary Round evaluation feedback. Changes may be made after March 15.
- 3. Specifications for the computer hardware and software versions supplied by FCCLA for use at National Leadership Conference will be posted on the national FCCLA Website by June 1.

5 minutes	Participants will have 5 minutes to set up their presentation. Other persons may not assist.
10 minutes	Participants will present their website as part of an oral presentation to evaluators. The presentation should describe the research, planning, impact and personal learning of the participant(s) as a result of the project. The oral presentation and presentation of the website may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. The participants will be stopped at 10 minutes.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview the participant and review the website.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for each participant.

Specifications

Website Content

Home Page	Include the national FCCLA emblem, introductory information, social media feed(s) from the local FCCLA
	chapter, school district, or national FCCLA, and a visitor counter/tracking tool to assess website use. The
	viewer should be able to locate the rest of the project components from this page.

The following information must be included in the chapter website as a separate page or subpage entitled "STAR Events Documentation." It may be included as text on the website page, or if posted as a file, must be able to be opened in a Microsoft Word or PDF format.

1-8 ½" x 11" page	Project Identification Page	Plain background, with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.
1-8 ½" x 11" page	FCCLA <i>Planning Process</i> Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project.

FCCLA Chapter Website (continued)

1	Evidence of Online Project Summary Submission	Participants should complete the online project summary form located on the "Surveys" tab of the FCCLA Portal, and include signed proof of submission on the chapter website.
As Needed	Copyright/Works Cited	Music, photographs, graphics, text, trademarks, or names that are used in the project must be properly cited and documented as either original or licensed for reuse. Only original items or items licensed for reuse are allowed. Most popular/commercial music is copyrighted and its use is strictly limited. Purchasing an item does not necessarily give permission to use in a public project. Copyright laws must be followed. Use MLA or APA citation style to cite all references.

The following content information should be included in the chapter website. There are no limits to the amount of website pages, subpages, tabs, etc. on the website, but the following information should be easily located upon review of the website.

	Promotion of Family and Consumer Sciences	Include content to promote the local Family and Consumer Sciences program and FCCLA as an essential part of college and career readiness for all students. The information provided expands user knowledge and moves beyond expectations.				
	Membership Information	Provide recruitment, retention, and membership recognition information for membership growth (membership costs and benefits, deadlines, etc.)				
Provide one	Awards/Recognition	Acknowledge the awards and accomplishments the chapter and/or members have received in the past 2–3 years. Include local, regional/district, state, and/or national recognitions received.				
website page, subpage, or tab for each	Chapter Leadership	Supply a list of the chapter officers and their responsibilities.				
	Contact Information	Provide primary contact information and method(s) for the FCCLA chapter.				
(minimum 8)	Sponsors/Thank You Section	Highlight chapter sponsors and provide recognition for their support. Include working hyperlinks to FCCLA websites (regional/district, state, national) school website, and appropriate partners.				
	Activities Information and Calendar	Include the chapter's activity calendar and keep it up to date.				
		Include local, state, and national programs in the chapter's program of work. Program of work components include opportunities for personal growth, leadership development, recognition, career exploration, community outreach, social activities and fundraising.				
	Browser Compatibility	Website is designed for viewing on a range of web-enabled devices (including smart phones and tablets) and compatible with the common web browsers (e.g., Chrome, Firefox, Internet Explorer, Safari). Apps created or utilized by the chapter may be included, but are not required.				
	Appearance	Website must be neat, legible, and <i>professional</i> and use correct grammar and spelling.				
	Navigation	All hyperlinks work, and the viewer can quickly locate project components and information. Viewer can easily move between pages.				
	Licensing	License the website contents, using school district licensing requirements or Creative Commons (www.creativecommons.org).				

For National Leadership Conference Participants ONLY

Oral Presentation

Participants will present their website as part of an oral presentation to evaluators. The presentation should describe the research, planning, impact and personal learning of the participant(s) as a result of the project. The oral presentation and presentation of the website may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. The participants will be stopped at 10 minutes. The presentation may not be prerecorded. No presentation elements are allowed during the oral presentation.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Relationship of Family and Consumer Sciences Coursework and/or Related Careers	Describe the relationship of project <i>content</i> to Family and Consumer Sciences and related careers.
Knowledge of Subject Matter	Demonstrate knowledge of subject matter, research, and impact of project on participant(s).
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.
Responses to Evaluator's Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.



FCCLA CHAPTER WEBSITE Preliminary Round

Rubric

Name of Participant				
Chapter	State	Team #	Station #	Level

	T – DOCUMENTATI	Ola						Point
Home Page		0				1 2		
0-2 points	Site does not have a u	nique home page		Home page specific and visitor tracker	for chapter use	. Includes FCCLA	emblem, social media feed(s)	
Project		0				1		
dentification Page 0-1 point	Project Identification F includes incorrect info	Page is missing, is not co rmation	mpleted, or	Project Identification name, school, city			ticipants' names, chapter title	
FCCLA	0	1	2	3		4	5	
Planning Process Summary Page 0–5 points	summary not	Inadequate steps in the Planning Process are presented	All Planning Pr steps are prese but not summa	ented Process ste	ps are Plan	ence that the ning Process was zed to plan projec	' '	
Evidence of Online Project Summary Submission O or 1 point		0 Not provided	Sac not samm			1	e online form is included	
Website Content		0				1		
Page, Subpage or Tabs for 8 minimum areas 0 or 1 point	Did not us	se one page, subpage, or	tab for each	8 or 1	more website pa	ges, subpages, or	tabs for information areas	
Documentation/	0-1	2		3		4	5	
Works Cited/ Bibliography 0-5 points	None cited, or sources are cited but no permissions for using copyrighted work are	Copyright is que and sources list incomplete	s pe	opyright statements a ermissions are include r most sources but in consistent format	ed permission for all so	t statements and ons are included urces. Complete A or APA style	Work is original, copyright statements with permissions granted are included for all sources, in	
	included						MLA or APA style	
	ENT - INFORMAT							
Promotion of Family and Consumer Sciences and FCCLA 0-15 points	0 None provided	1 2 3 Website is limited in the promotion of FCCLA and FCS	FCCLA or inconsiste	5 6 7 promotes either FCS, but not both, ent messages programs	8 9 10 Website prom and FCS as im is not moved b current expect	otes FCCLA portant. User peyond	13 14 15 Website promotes with enthusiasm FCCLA and FCS as essential for all students. Expands user knowledge and moves beyond expectations	
Membership	0	1 2 3		4 5	6	7	8 9 10	
Information 0-10 points	None provided	Limited informatior is provided for membership growt	provided	ormation is for membership	Information to retain, and rec membership is	cognize	Growth oriented recruitment, retention, and membership recognition is provided	
Awards/	0	1 2		3		•	5	
Recognition O- 5 points	None provided	Very few awards or recognitions include	ed accomplis	pter and/or member shments provided on CCLA levels		ents are	2-3 years of chapter and/or member accomplishments are provided for all FCCLA levels	
Chapter Leadership	0	1	2	3			5	
O-5 points	None provided	Chapter officers	are listed	Chapter officers a are provided	nd responsibiliti	responsi	officers and detailed bilities are provided in an read format	
Contact Information	0	1	2	3	4		5	
)-5 points	None provided	Minimal informa	tion provided	Contact informati requires user to le			information provided and ed into website	
ponsors/Thank	0	1 2	3	4 5		6 7	8 9 10	
ou Section 1-10 points	None provided	Limited informa no links provide	d re	3 partners are cognized and website iks are included	4-5 partn recognize links are	ed and website	4-5 partners are recognized, partnership is explained, and website links are included	
Activities	0	1 2		3	4		5	
Information and Calendar O-5 points	None provided	Limited information provided, but no calendar is available	provid	d information led but calendar	General informa chapter activitie calendar is up-to	es and chapter	Comprehensive information about chapter activities and chapter calendar is up-to-date	

FCCLA Chapter Website Rubric (continued)

Program of Work	0	1 2 3	4 5	6 7	8 9 10	Points
0-10 points	None provided	Minimal information or activities included in program of work	Limited participation in local, state, and national programs, limited areas included in program of work	Good participation in local, state, and national programs in program of work	Excellent participation in local, state, and national programs is included in a comprehensive program of work	
WEBSITE CON	TENT – DESIGN AND N	IAVIGATION				
Browser	0 1	2	3	4	5	
Compatibility 0-5 points	Website includes components that are not functional without additional plugins. Is not functional on mobile devices	Website includes components that are only functional on 1 browser, and is not functional for mobile device viewing	Website is functional for 1 or more browsers but is not functional for mobile device viewing	Website is fully functional in at least 2 browsers and is functional for mobile device viewing	Website is fully functional in at least 3 different browsers and is functional for mobile device viewing	
Appearance	0 1	2	3	4	5	
0-5 points	Design choices negatively impact appearance. Many errors in word/text detract from the project	Design choices do not fully support the project. Noticeable errors begin to detract from the project	Design is inconsistently applied or not appropriate for audience. Some errors in spelling or grammar	Design is mostly professional, legible, and appropriate for audience. Minimal errors in word choices, spelling or grammar	Neat, professional, legible, and appropriate in appearance for audience. No errors in word choices, spelling or grammar	
Navigation	0	1 2	!	3 4	5	
0-5 points	Very difficult to navigate site or Some hyperlinks bro find information. Does not return information not easily viewer to home page easily		, ,,	to locate can	nyperlinks work and viewer easily locate information and igate site	
Licensing 0 or 5 points	The website was not licensed	0 d by the participant	A Creative Commo	5 ons license or copyright stater	ment is included on the website	

Evaluator's Comments – include two things done well and two opportunities for improvement:

ROUND 1 TOTAL

(100 points possible)



FCCLA CHAPTER WEBSITE

STAR Events Point Summary Form **National Leadership Conference Only**

anie or rarticipant					
napter	St	ate	Team #	Station #	Level
	nation at top is correct. If a student v, write "No Show" across the top a			• • •	
	f the presentation, verify evaluator ors' verification. Place this form in fr ner.				
-	etition in the room, double check a ts by team order and turn in to the		•		
4. Check with the Lead	d or Assistant Lead Consultant if the	ere are any	questions regardi	ng the evaluation pro	cess.
ROOM CONSULTANT	CHECK				Points
Registration Packet	Picked up by adviser	r or designa	ted adult during sche	eduled time	
0 or 3 points	No 0		Yes	3	
Event Online	0			2	
Orientation	Official documentation not provid			provided at presentatio	n
Documentation	at presentation time or signed by adviser	tim	ne and signed by advis	ser	
0 or 2 points Punctuality	adviser 0			1	
0–1 point	Participant was late for presentati	ion Pa	ticipant was on time		
EVALUATORS' SCORES		•	ROC	OM CONSULTANT TOTA	\L
Evaluator 1	Initials			(6 points possible	e)
Evaluator 2	Initials		AVER	AGE EVALUATOR SCOR	RE
Evaluator 3	Initials		_	(134 points possible	e)
Total Score	divided by number of evaluators			FINAL SCOP	_

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

80.00)

= AVERAGE EVALUATOR SCORE /

Rounded only to the nearest hundredth (i.e. 79.99 not

Evaluator 1_____ Evaluator 2____ Evaluator 3_____ Adult Room Consultant____ Event Lead Consultant___

(Average Evaluator Score plus

RATING SCORE PERCENTAGE

FINAL SCORE divided by 140 possible points =

Room Consultant Total)



FCCLA CHAPTER WEBSITE National Leadership Conference

Rubric

Name of Participant				
Chapter	State	Team #	Station #	Level

Chapter			State	Team #_		Station # Level		
WEBSITE CONTEN	T – DOCUMENTATIO	ON					Point	
lome Page		0			1 2			
0-2 points	Site does not have a u				fic for chapter use. Includes FCCLA emblem, social media feed(s)			
Project		0		1				
dentification Page 0-1 point	Project Identification F includes incorrect info	Page is missing, is not compl rmation	-					
CCLA	0	1	2	3	4	5		
Planning Process Summary Page 0–5 points	Planning Process summary not provided	Inadequate steps in the Planning Process are presented	All Planning Process steps are presented but not summarized	All Planning Process steps are summarized	Evidence that th Planning Process was utilized to p project	s used to plan the project.		
Evidence of Online Project Summary Submission		0 Not provided		Signed proof o	1	the online form is included		
or 1 point								
Website Content Page, Subpage or Tabs for 8 minimum areas	Did not us	0 se one page, subpage, or tal	o for each	8 or more website	1 e pages, subpages,	or tabs for information areas		
O or 1 point Documentation/	0 1	2	3		4	5		
Works Cited/ Bibliography 0-5 points	None cited, or sources are cited but no permissions for using copyrighted work are	Copyright is questic and sources list is incomplete	and permissio included for m sources but in	ns are permiss nost for all s list in N	ght statements and sions are included ources. Complete /ILA or APA style	statements with permissions granted are included for all sources, in		
	included		inconsistent fo	ormat		MLA or APA style		
	ENT - INFORMAT							
Promotion of Family and Consumer Sciences and FCCLA 0-15 points	0 None provided	1 2 3 Website is limited in the promotion of FCCLA and FCS	4 5 6 7 Website promotes eit FCCLA or FCS, but not both, inconsistent messages about the programs	ther Website prom FCS as import moved beyon expectations		13 14 15 Website promotes with enthusiasm FCCLA and FCS as essential for all students. Expands user knowledge and moves beyond expectation		
Membership	0	1 2 3	4 5	6	7	8 9 10		
I nformation 0-10 points	None provided	Limited information is provided for membership growth	Some information is provided for membership growth		o recruit, retain, e membership is	Growth oriented recruitment, retention, and membership recognition is provided		
Awards/	0	1 2	3		4	5		
Recognition 0- 5 points	None provided	Very few awards or recognitions included	Some chapter and/or member accomplishn provided by on limite FCCLA levels	nents accomplishme	ents are provided	2-3 years of chapter and/or member accomplishments are provided for all FCCLA levels		
Chapter Leadership	0		1 2	3 4		5		
)-5 points	None provided	·		Chapter officers and responsibilities are p	rovided re	hapter officers and detailed esponsibilities are provided in n easy-to-read format		
Contact Information	0		1 2	3 4	<u> </u>	5		
1-5 points	None provided		ormation provided	Contact information requires user to leav	•	ontact information provided nd integrated into website		
Sponsors/Thank	0	1 2 3	4 5	6	7	8 9 10		
You Section 0-10 points	None provided	Limited information and no links provided	1-3 partners are recognized and websi links are included	•	re recognized inks are included	4-5 partners are recognized, partnership is explained, and website links are included		
Activities	0	1 2	3		4	5		
nformation and Calendar O-5 points	None provided	Limited information provided, but no calendar is available	Limited information provided but calendal not updated	General inform r is chapter activities calendar is up	mation about ties and chapter	Comprehensive information about chapter activities and chapter calendar is up-to-date		
		cuiciluai is availabie	not upuateu	carettuat is up	to-uate	chapter calendar is up-to-date	L	

FCCLA Chapter Website Rubric (continued)

Points

Program of Work	0	1 2 3	4	5	6 7		8 9 10		
0-10 points	None provided	Minimal information	or Limited parti	cipation in	Good participation	in Exc	cellent participation in local	,	
		activities included in			local, state, and	sta	te, and national programs i	S	
		program of work	programs, lin	nited areas	national programs	in inc	luded in a comprehensive		
				rogram of work	program of work	pro	ogram of work		
WEBSITE CONT	ENT – DESIGN ANI	NAVIGATION 1							
Browser	0 1	2		3	4		5		
Compatibility	Website includes	Website includes	Website includes Website is		Website is fully fur	octional	Website is fully functional		
0-5 points	components that are not	·	,	browsers but is	in at least 2 brows		in at least 3 different		
	functional without	functional on 1 b	•	onal for mobile	is functional for m		browsers and is		
	additional plugins. Is not			wing	device viewing		functional for mobile		
	functional on mobile	mobile device vi	ewing				device viewing		
Appearance	devices	1		1	4		г		
O-5 points	0 1 Design choices negatively	2 Design choices d	o not Docian is in	3 nconsistantly	A Design is mostly		5 Neat, professional,		
o 5 points	impact appearance.	fully support the	•	nconsistently	Design is mostly professional, legib		legible, and appropriate		
	Many errors in word/text			e for audience.	appropriate for au	-	in appearance for		
	detract from the project			rs in spelling or	Minimal errors in v		audience. No errors in		
	detract from the project	project	grammar	is in spening or	choices, spelling or		word choices, spelling or		
		F	0		grammar		grammar		
Navigation	0		1 2	3		'	5		
0-5 points	Very difficult to navigate	site or Some hy	perlinks broken, some	Hyperlinks wo	ork. Information	All hype	erlinks work and viewer		
	find information. Does no		on not easily located	mostly easy to	o locate		ly locate information and		
	viewer to home page eas	•				navigate	e site		
Licensing		0			!				
0 or 5 points	The website was not licer	nsed by the participan	t	Creative Common	ns license or copyrig	nt statemen	t is included on the website	:	
ORAL PRESENT	ATION								
Organization/	0	1 2	3 4	5	6 7	8	9 10		
Delivery		Presentation covers	Presentation covers	Presentation	gives Presenta	tion covers	Presentation covers		
0 – 10 points	done or speaks briefly and does not	some topic elements	all topic elements	complete	informat		all relevant		
	cover components		but with minimal	information b		ely but does			
	of the project		information	does not expl	ain the not flow	well	seamless and logical		
v				project well			delivery		
Knowledge of Subject Matter	0	1	2	3			5		
0-5 points		Minimal evidence	Some evidence of	Knowledge of su	-		Knowledge of subject		
	of knowledge	of knowledge	knowledge	matter is evident	•		matter is evident and		
				not effectively us presentation	sed in evident an at times in		incorporated throughout the		
				presentation	presentati		presentation		
Relationship of	0	1	2	3	processing	4	5		
Family and	No evidence of	Minimal evidence of	Some knowledge of	Knowledge of	career Knowled	ge of career	Knowledge of career		
Consumer Sciences	relationship	career knowledge	relationship of	and FCS cours	sework and rela	ionship to	and FCS relationship		
Coursework and Standards		and FCS coursework	career and FCS	but not share	d FCS is ev	ident and	is evident and		
0-5 points	FCS	relationship	coursework		shared		explained well		
Voice – pitch,	0		1		2		3		
tempo, volume	Voice qualities not used	Voice qua	ality is adequate	Voice quality	is good, but could	Voice q	uality is outstanding and		
0-3 points	effectively			improve		pleasing	g		
Body Language/	0		1		2		3		
Clothing Choice 0-3 points	Uses inappropriate gestu		posture, mannerisms	•	ture, mannerisms,		s, posture, mannerisms,		
o o ponito	posture or mannerisms, a	,	contact is inconsistent/		and clothing are		tact, and clothing		
	eye contact/inappropriat clothing	e ciotning i	s appropriate	appropriate		enhance	e presentation		
Grammar/Word	CIOCHING		1		2		3		
Usage/	Extensive (more than 5)	Some (3-	5) grammatical and	Few (1-2) gra	_	Present	ation has no grammatical		
Pronunciation	grammatical and pronun	,	ation errors	pronunciation			unciation errors		
0-3 points	errors							L	
Responses to	0	1	2	3		4	5		
Evaluators'	Did not answer	Unable to answer	Responded to all	Responded	Gave ap	oropriate	Responses to questions		
Questions 0-5 points		some questions	questions but	adequately to			were appropriate and		
o o ponito	questions		without ease or	questions	evaluato		given without		
			accuracy		question	S	hesitation		
uator's Commen	ts – include two thin	gs done							
aato. 3 CollilliCli		_		Evaluator #		ROUN	ID 2 TOTAL		
	l and two opportunities for improvement:			Evaluator #			=		
and two opport	unities for improvem	ient:				1124 .	nts possible)		

Room Consultant Initial _____